

## INSIDE DOPE

by GEORGE F. TAUBENECK

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### Stories of the Week

Bostonians—where Lowells speak only to Cabots, and Cabots speak only to God—have a unique sense of pride. There was the elderly spinster, for instance, who rebuffed the agent for a steamship line by sniffing:

"Why should I travel when I'm already here?"

No doubt she was the same old lady who, when asked by a supercilious visitor from New York where Boston women purchased their staid hats, replied:

"Where do we get our hats? Foolish question. We have our hats."

And, of course, there's the oft-repeated line: "You can always tell a Harvard man, but you can't tell him much."

In his book, "The Proper Bostonians," Cleveland Amory recalls the Harvard man who was indignant when accused of being snobbish.

"Why," he bristled, "when I rowed on the Harvard eight-oar crew, I spoke to all the men but the three up front."

Amory also relates the incident in which the father of a Harvard undergraduate called upon A. Lawrence Lowell, who was the president of Harvard back in the days when William Howard Taft was President of the United States.

"Sorry," Mr. Lowell's secretary told him. "The President is in Washington, conferring with Mr. Taft."

Ferris Greenslet, author of "The Lowells and Their Seven Worlds," tells a grand yarn about Lawrence Lowell's sister Amy (the confusing and inscrutable poetess). It seems that Amy, who always managed to look disreputable even in expensive Parisian garments, drove a battered-up automobile into a garage for repairs.

The mechanic, after giving her the once-over, demanded cash in advance. Amy's purse was empty. So she asked the mechanic to phone her brother, the president of Harvard.

"He'll pay the bill," she guaranteed.

So the mechanic did. When he finally was connected with Mr. Lowell, the latter asked:

"She claims she's my sister? Mm-m-m. What's she up to now?"

"Well, she's sitting on an oil drum, smoking a big cigar."

"That's my sister, all right. I'll pay."

### Quotes of the Week

"An editor visiting a Wisconsin tool builder's plant was told that a certain machine would turn out so many parts in a 48-min. hr.

"What," asked the editor, "is a 48-min. hr.?" Replied the tool builder:

"One of the facts of life which we face today is that the average production operator actually works only 48 min.'s out of every hr. We rate our machines on the 'human hr.' instead of the 'clock hr.'"—Steel.

"A university instructor who teaches classes by the lecture method tells his classes a great secret.

"I have evolved the theory," he says, "that no person, adult or otherwise, can keep his attention centered on a lecture for more than five minutes. After that I say, 'That's all on that subject. Let's go on to the next.'"

"The result is almost magical: Reduced attention, pencils taking notes, cessation of foot shuffling. Of course I don't really begin a new phase of the subject each time!"—R & R Magazine.

"And Abraham Lincoln been living today: The Rotary Club would (Concluded on Page 6, Column 1)



# AIR CONDITIONING & REFRIGERATION News

Vol. 60, No. 12

July 17, 1950

Serial No. 1113

Reentered as second-class matter October 3, 1936 at the post office at Detroit, Michigan, under the Act of March 3, 1879. Trade Mark Registered U. S. Patent Office. Copyright, 1950, by Business News Publishing Co.

### Refrigerator Specs In July 31 Issue!

Key specifications of 1950 models of household electric refrigerators will be published as a supplement to the July 31 issue of Air Conditioning & Refrigeration News.

This Specifications supplement will provide information on the various makes, models, and types of household electric refrigerators now on the market. The issue will be a "must" for all who are interested in the merchandising of household electric refrigerators.

Copies of the issue will be available at a cost of 50 cents each, with bulk order rates of 35 cents each for 10 or more copies, and 20 cents each for 50 or more copies.

## NARDA Committee To Select New Director; Plan New Program

CHICAGO—While a committee functions to select a new managing director for the National Appliance and Radio Dealers Association, Ira L. Lavin, formerly public relations counsel for the group, will serve as managing director, it is announced by James Lee Pryor, Narda president.

Selection of a new managing director became necessary because of the resignation of Clif S. Simpson, who became managing director of the Electric Association of Chicago.

Mort Farr was selected as chair. (Concluded on Page 21, Column 2)

## Remington To Occupy Bigger Plant In Fall

CORTLAND, N. Y.—Expanding volume of business this year in room air conditioners which exceeded the capacity of its present plant here despite a two-shift operation, brought about a decision of Remington Air Conditioning Division of Remington Corp. here to acquire a much larger manufacturing plant in Auburn, N. Y.

Remington's new Auburn plant, acquired from the Industrial Development Committee of the Auburn Chamber of Commerce, was formerly a part of the Auburn Works of International Harvester. Usable floor (Concluded on Page 21, Column 3)

## NCRSA Announces Change In Annual Meeting Date

PHILADELPHIA—Annual convention of the National Commercial Refrigerator Sales Association will be held Oct. 16 and 17 at the Hotel Astor in New York City, a change from the later October dates previously announced, it is reported by the national offices of the association here.

C. S. White, Modernized Equipment Co., Cincinnati, president of NCRSA; I. Rosenberg, Jr., Refrigeration Equipment Co., Pittsburgh, vice president; and Frank D. Stella, F. D. Stella Products Co., Detroit, secretary-treasurer, met at association headquarters last month to set final date and complete plans for the annual meeting.

Leading speakers from the industry and from related fields have been selected to present information on current industry problems and sales promotion ideas, based on the convention theme, "Pooling Ideas for More Effective Selling."

## Government To Seek 'Business as Usual' Attitude on Crisis; Buying Spurt Continues

WASHINGTON, D. C.—The answers to the questions "will materials be put under allocation, will consumer durable goods industries be forced to convert to war industry, will spiraling prices bring price controls"—are simply "nobody knows."

One administration official suggests it will be "90 to 120 days before we know whether we're in for a real showdown." He expects no moves toward the use of mandatory wartime controls on industry within that time.

However, the administration is reported to be preparing a proposal to send to Congress asking that President Truman be given "stand-by" authority to allocate iron and steel and several other key commodities—if and when he finds such a move necessary.

The Administration is indicating by its action and statements that it would like to maintain as much of a "business-as-usual" approach to the Korean situation as possible. With business good, employment high, and economic prospects bright for the rest of 1950, the President's advisers are understandably reluctant to propose broad economic controls that would upset this situation—if the "localized war" can be won without them.

There is some dissension among the Administration's economic advisers on this score—one group believing that if the Korean war ends within a few months and Russia doesn't force the issue elsewhere, there will be little net effect on the national economy. Another group, however, believes that no matter how short-lived the Korean affair may be it will have a disruptive effect on the economy in terms of shortages of goods, causing consumer hoarding and spiraling prices.

Meantime, although consumer purchases of durable goods had not reached anything like "panic" proportions, there were definitely some sales increases that could be attributed only to fears of scarcities. Reports indicated that sales of refrigerators, air conditioners, and appliances were up from 10 to 40% in practically all parts of the country, with some lagging behind in the New York metropolitan area.

Manufacturers were for the most part trying to keep retailers from doing any panic buying, one executive pointing out that "we're not trying to merchandise shortages or price increases," but they were having a hard time of it in some cases. At the National Housewares (small appliances) exhibit in Atlantic City, manufacturers were telling retailers to take it easy, but nevertheless a good many retailers were placing

orders designed to carry them through the rest of the year, rather than for the normal 60 to 90-day period.

It is significant, perhaps, that American Furniture Associates, Inc. sent out a bulletin urging its 200 member stores to ask suppliers of many home furnishings items made from strategic war materials for immediate delivery on orders placed as far ahead as Sept. 15.

Said the bulletin:

"We recommend at this time that stores institute immediate deliveries of all merchandise containing metal, especially steel. This applies to all types of metal toys, refrigerators, steel cabinets, chrome dinette sets, housewares, lamps, and bedding."

Harry Fish, president of the buying office, said that the recommendation was made because of the probability of increased government stockpiling of metals, and the fact that price increases may be imminent. Fish also declared that

"Demand should continue at high levels even if a general outbreak of hostilities should occur. Stores are warranted in carrying larger than average inventories, particularly where strategic materials are used in the manufacture of their merchandise."

## Frigidaire Shows New Washer, Drier Models

DAYTON—Frigidaire Div. of General Motors has incorporated new styling, advanced engineering, and a host of new features into a new model automatic electric clothes washer and a new model automatic electric drier currently being introduced.

The new models will sell at new low prices, reports F. M. Mitchell, laundry equipment sales manager. The washer has a suggested retail price of \$289.75 (\$10 less) and the drier, \$209.75 (\$30 less) in most localities.

The streamlined clothes washer embodies some new ideas in washer styling that reflect the modern touch of Raymond Loewy. Chief style improvement is a high back panel, which harmonizes with the design of modern kitchen cabinets and ranges, and provides an ideal location for the controls. The washer is finished in porcelain inside and out, and trimmed with chromium.

Most important new operating feature is an improved timer con-

(Concluded on Page 21, Column 3)

### Supply Kept at 40° F.

## Air Base Operates New Blood Bank

SCOTT FIELD, Ill.—Scott Air Force Base has recently placed into operation a blood bank which is believed to be the first such storage unit to be activated for exclusive base use at this level, according to Lt. Col. Harold F. Funsch, base surgeon.

Scott, like all bases, has a list of blood donors. However, it has been demonstrated that the average minimum time between the doctor's decision to give a transfusion and the actual receiving of the needed blood by the patient under the old system was 45 minutes. Under the new blood bank plan, this time can be cut down to a matter of five or 10 very vital minutes.

The blood donors, who are paid, still will continue to donate blood.

Their blood will be used to replace stores deleted from the blood bank or in cases where there is time enough to locate the donor, test his blood and proceed with the transfusion as was done prior to the new storage system.

The new blood bank is housed in a special refrigeration unit, kept at a constant 40° F. All possible safeguards are followed to insure even temperature and purity of the whole blood stored. The refrigeration unit is sealed with a dated seal. The opening latch has a special pin which prevents accidental opening. The electrical plug-in is protected by a lockswitch to prevent vibration from the machine or other sources loosening the electrical contact.

(Concluded on Page 4, Column 4)

## New Tax Bill Is 'Dead Duck' As Crisis Worsens

### Senate Group Consents To Hold Up on Measure That Would Alter Excise Taxes

WASHINGTON, D. C.—The new tax bill, which would have made a number of changes in the excise tax structure, is "dead" as far as this session of Congress is concerned.

The decision was said to have been made in an informal agreement at a "secret session" June 12 of the Senate Finance Committee. It is understood that President Truman may ask for a new bill calling for an increase in taxes, but Sen. Byrd of Virginia, a member of the committee, said he would oppose any bill to increase taxes unless conditions in Korea "got considerably worse," but said that he would "follow the lead of Secretary of the Treasury Snyder and vote to suspend further consideration of the tax bill."

It is understood that Secretary Snyder conferred with the Senate Committee in the secret session.

While Senator George of Georgia, the committee chairman, would make no statements, he said that hearings on the tax bill would close Thursday, July 13, and that plans for immediate re-writing of the bill "had been deferred." One Democratic member of the committee, who would not be quoted, said "the bill is a dead duck."

In hearings held during the past week two industry groups expressed opposition to the proposed bill. The National Association of Manufacturers went on record as saying that no bill at all would be better than the House measure; and the Commerce and Industry Association of New York City put forward the proposal that action on taxes be deferred until the world situation becomes clarified.

The tax measure as proposed by the house would have reduced the excise tax on household mechanical refrigerators from 10 to 7%, but would have imposed a new 7% tax on home and farm freezers. The proposed measure also called for the elimination of the tax on domestic ranges, and a number of other appliances.

### UsAircos Announces 10-15% Increase on Most Products

MINNEAPOLIS, July 13—L. P. Hanson, vice president in charge of sales for United States Air Conditioning Corp. here, announced today that effective July 15 there will be a general price increase of from 10 to 15% on most of the products made by the company.

Hanson stated that United States Air Conditioning Corp. has tried for the past several months to hold prices firm at their present level, but because of increasing cost of labor and raw materials the company now finds it impossible to maintain current prices.

United States Air Conditioning Corp. manufactures a broad line of air conditioning equipment for commercial, industrial, and residential applications.

### Mitchell Fosters Plan To Help Dealers Clean Out Inventories

CHICAGO—Mitchell Mfg. Co. is working with distributors of its room air conditioners in an effort to alleviate shortages experienced in some areas and to redistribute inventories at the distributor and dealer level so that by the time the present selling season is over there will be little or no dealer inventories.

A letter to Mitchell distributors from E. A. Tracey, vice president of the company, points out that there are shortages of M-120, M-2300, and M-340 models, and requests advice as to whether the individual distributor wished to transfer any units to other distributors. The letter also urged that the distributor apply the

(Concluded on Page 4, Column 4)



## 254-Unit Apartment Bldg. To Install Year-Round G-E Air Conditioning System

BLOOMFIELD, N. J.—A General Electric year-round air conditioning system has been selected for the new Crestwood apartment building to be constructed at 16th and Shepherd Sts., N. W., Washington, D. C., according to J. D. Hoffman, manager of direct sales of General Electric's air conditioning department.

Each of the 254 apartments in the eight-story building will be equipped with G-E type AD room air conditioners, which will provide both summer cooling and winter heating. A total of 448 units will be installed.

The units are of the personal weather control type permitting room occupants to select whatever comfort conditions they wish by flicking a switch. The cooling equipment, located in the basement, consists of a 350-ton compressor with water chiller.

According to the owners, A. Pollin and H. Poretsky of Washington, the apartments will range from four to six rooms in size.

## Windowless Plant To Be Cooled

THOMSON, Ga.—At a cost of more than \$1,000,000, Deering Milliken Corp., of New York, will construct here a filament rayon weaving mill to be known as the Kingsley Mill. The new plant will be enclosed completely, windowless, and air conditioned.

## Freezer Helps Restaurant Reduce Waste, Prepare Food Ahead

EAST LONGMEADOW, Mass.—The popular East Longmeadow House specializing in "home-cooked meals with hot rolls and pastry fresh from our own ovens" couldn't operate if it didn't have a freezer, according to Mrs. Alberta Settle, the owner.

"I don't know how we'd get along without it," is the way she expresses it.

The freezer, a large Jordon unit holding 1,700 lbs. of frozen foods,

was installed by Frank Stein & Sons, Inc., restaurant supply house in Springfield, Mass., which also supplied additional refrigeration and restaurant equipment.

Included in the latter are a small ice cream cabinet, a large two-door reach-in, and a two-door two-temperature Hotpoint refrigerator.

All these, of course, are essential for this tearoom operation, but the freezer enables the management to maintain close control over various

important phases of cooking and storage.

Hot rolls, for example, which are a specialty of the house, aren't always consumed to the very last one during the course of a day. Any rolls that are left over at the end of the evening dinner are simply placed in the freezer over night for use the next day.

"I defy anyone to tell the difference," Mrs. Settle declares.

The freezer is also valuable in

storing boneless chicken, another specialty of East Longmeadow House. Cooked and boned in advance and then fried in deep fat on order, the chicken can be stored in the freezer or kept there over night or longer if the supply for one day exceeds the demand.

Such things as lemon pie and commercially frozen foods are kept in the freezer, too, which is extremely useful also in making preparations for large parties, it was indicated.

## Nash-Kelvinator Earnings Rise Despite Steel Lack

DETROIT — Although the tight steel supply has made it impossible for Nash-Kelvinator to produce cars and electric appliances in sufficient volume to meet demand, earnings in the fiscal year ending Sept. 30 are expected to closely approximate the record \$26,229,930 or \$6.04 per share reported last year, George W. Mason, president said.

The earnings forecast was made in a letter to stockholders explaining the reason for the recent increase in the quarterly dividend rate to 50 cents. Earnings have shown progress this year, he said.

The Kelvinator division's output for the nine months ended June 30 will fall short by approximately 125,000 units of meeting demand, Mason said. He attributed the deficiency in production to the corporation's inability to secure sufficient steel.

## Farmers Told Prompt Refrigerated Egg Storage Key to Better Prices

LINCOLN, Neb.—Mechanical refrigeration and humidity control for storage of eggs is being talked up to Nebraska poultrymen as a means of securing more profits from egg production, following a five-day bus tour of poultry farms and processing plants in five states. Refrigeration of eggs has been one of the most important factors in getting Grade A prices, especially in Ohio, it was learned.

Two extremes of egg marketing were encountered in Missouri and Ohio. Processing plants in the former state were selling much of their production to the government for storage, whereas in Ohio similar plants had been running short of eggs for human consumption nine months of the year.

Prof. F. E. Mussehl, head of the

poultry department at the University of Nebraska, stated that the basic difference in the market in the two states lies in the emphasis placed on quality. There is an unsatisfied demand for high quality eggs in the Midwest, he declared. In Ohio, 80% of the eggs produced go into the Grade A classification, he added, while in Nebraska the percentage of Grade A eggs is small, especially during the hot weather. Many Ohio producers overcome hot weather deterioration of eggs by storing them in rooms equipped both with temperature and humidity controls.

Ohio egg and poultry marketing firms and cooperatives have convinced producers that quality is important and have taught them how to maintain quality through gathering eggs twice a day and cooling them immediately with storage temperatures maintained at 55 to 60° F., it was said.

## Gift of Hope Chest to Grad Draws Store Traffic for New York Dealer

NIAGARA FALLS, N. Y.—Ivy Bros., appliance dealer here, made a valuable public relations gesture by offering a free gift to each high school girl graduate in the city.

The store offered a solid cedar hope chest to each girl graduate bringing her diploma to the store.

To make the offer public, the firm employed a newspaper advertisement which carried a sketch of the hope chest and the caption: "A Gift For High School Girl Grads of June '50."

Copy read: "Dear Grads: Come in anytime . . . at your convenience. It will be our pleasure to congratulate you personally and . . . present one of these lovely 4½ by 9-in. Hope Chests to you . . . with our compliments. It's an annual custom here."

In addition to creating goodwill for the store, it was pointed out that the gift offer also won many friends among future home makers.

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## Tri-State Refrigeration Incorporates In New York

WATERVLIET, N. Y.—Articles of incorporation were filed with the office of the secretary of state recently for Tri-City Refrigeration Co., Inc., which will engage in the refrigeration and air conditioning business.

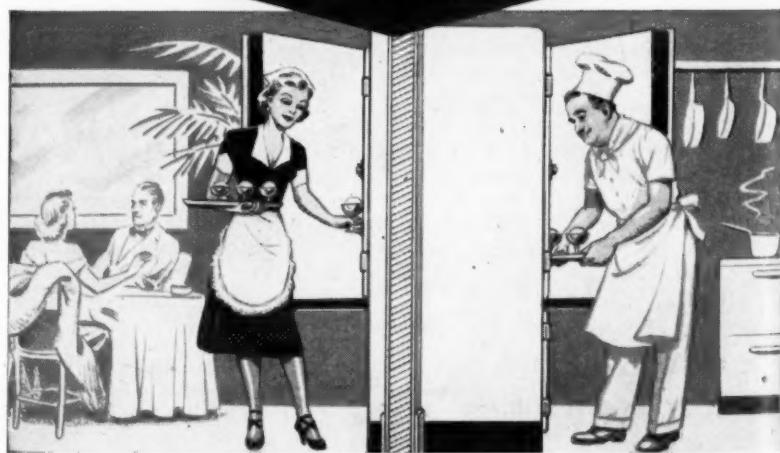
The directors will be Constantine Patka and Emil H. Bittner, Schenectady, N. Y., and Walter Saltis, Albany, N. Y.

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Air Filters**  
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Puffer-Hubbard, pioneer in the commercial refrigeration field, takes great pleasure in announcing another FIRST . . . the standard model P-H Pass-Thru Cabinet . . . in 42, 65 and 90 Cu. Ft. sizes — at mass production prices!

The new P-H Pass-Thrus incorporate all of the outstanding features of the famous P-H Reach-in Cabinets including the patented "Grad-U-Matic" Cooling System . . . Most parts are interchangeable for fast, low cost servicing. Available in All-Porcelain or Stainless Steel finish. Why not modernize your set-up with these new labor-saving refrigerated cabinets?

REACH-IN CABINETS  
DAIRY-DELICATESSEN  
CASES  
DISPLAY CASES

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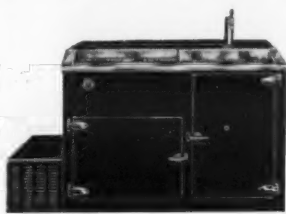
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## CLUB MODELS GUARANTEE SATISFACTION..

These 2 variations of the Time Tested, Test Proven La Crosse Club Model guarantee customer satisfaction. All different requirements can be filled with one or the other of these Club Models.

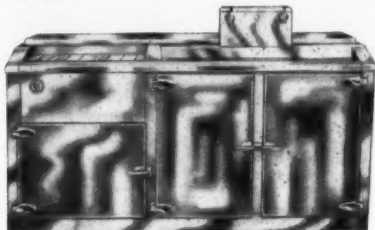


### THE CLUBETTE

Features all the quality and workmanship found throughout the Complete Line from La Crosse. Maximum Capacity . . . taps 1 keg, precools 1 keg, stores 5 cases of bottled beer. Baked Maroon or Stainless Steel exterior.

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Export Representatives: Melvin Pine & Co., 80 Broad St., New York, N. Y.  
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## Buchholzer Becomes Vice President of Airtemp, Bd. Member

DAYTON—W. C. Newberg, president, Airtemp Division of Chrysler Corp., has announced the election of Carl E. Buchholzer as vice president and member of the board of directors of Airtemp division.



C. E. Buchholzer

Buchholzer has been with the Airtemp division since the organization first moved to Dayton in 1936. As one of the first employees here at the Dayton plant, he started to work as a job setter. In 1938 he was promoted to foreman in the machine shop and a year later moved up to general foreman.

By 1941, when the plant converted to war work, Buchholzer was assistant general superintendent, and in 1944 he was made general superintendent. He held this position until November, 1948, when he was appointed manager of parts and service for the division. On Feb. 1, 1950, he became assistant to the president.

### Apex Names Asst. Sales Mgr.

CLEVELAND — Apex Electrical Mfg. Co. has announced the appointment of Louis Amsterdam as assistant product sales manager.

## 3 Westinghouse Dealers Agree To Fair Trade

NEW YORK CITY—In stipulations filed July 10 in New York County Supreme Court, three dealers recently charged by the Westinghouse Electric Corp. with violating the New York State fair trade law admitted the charges and agreed to discontinue retail sales at below fair trade prices.

The stipulations were filed following a court decision granting Westinghouse petitions for temporary injunctions.

The stipulations specified that in the event Westinghouse finds it necessary to file future actions against the dealers, the dealers will consent to judgments against them, unless they wish to challenge the facts of any below fair trade sales which may be alleged. In return, Westinghouse agreed to discontinue the current suits.

The actions were filed last May 22 and charged each of the dealers with selling electrical housewares (small appliances) at below prices established by Westinghouse as the retail price under New York State's fair trade law. The dealers, all in downtown Manhattan, are: Marks Appliance Co.; Disco New York, Inc.; and Benco Sales Co.

Westinghouse filed nine identical suits against dealers on May 22, and seven of these have now been settled. In addition to the stipulations filed, four dealers have consented to permanent injunctions which restrain them from further price cutting. In another case, a temporary injunction has been granted Westinghouse, while in the ninth case, a temporary injunction has been denied.

## Information Serviceman Should Obtain from Customer on Phone

CHICAGO—Ten pieces of information that a refrigeration serviceman should get from his customer at the time the customer phones in his complaint were outlined recently by the *Skilled Tradesman*, published by the Commercial Trades Institute.

These 10 pieces of information are:

1. Name of firm or person (ask caller to spell it).
2. Name of person calling if different from above.
3. Address and telephone number.
4. Name of refrigerator and model number.
5. To whom refrigerator belongs if not to caller.
6. Type of application (household, meat case, walk-in cooler, soda fountain, etc.).
7. If household box, whether hermetic or open type.
8. Age of machine (important if model number not given).
9. Nature of the trouble. "What kind of trouble are you having?"
  - a. If unit has stopped running, ask what it did before it stopped.
  - b. If it is noisy ask what kind of noise it is making.
  - c. Does it refrigerate? How much frost is on the freezer?
  - d. What size motor?
  - e. What size and make of belt?
  - f. If refrigerator has stopped for no apparent reason ask the customer to check the wall plug and the fusetron if the motor has one.
10. Date and time of day, noted on memo pad.

The paper recommended that if the caller does not have the information to have him get it and call back.

It also suggested that the serviceman could have these questions printed on a form near the phone.

## Thor Reduces Price of Clothes Drier by 16%

CHICAGO—Thor Corp. has announced a 16% cut in the retail price of its electric clothes drier, reducing the price from \$239.50 to \$199.50. It is effective immediately.

M. R. Wilson, general sales manager, said the price reduction was made possible by savings in production costs resulting from increased volume. In a letter to distributors, Wilson estimated the industry's sale of clothes driers in 1950 will show an increase of 133% over last year's total volume of 105,700 units.

## Mitchell Inventories --

(Concluded from Page 1, Column 5) same principle to transferring his dealers' inventories from one dealer to another, thus assuring their ending the year with no inventory.

"Next to large sales volume and profits, your most important problem is inventory turnover," stated Tracey's letter. "No matter how much your profit may be you will be rather unhappy if you have room air conditioners on hand after Sept. 15, and have to carry them over to January, February, or March."

"For that reason, the Mitchell Mfg. Co. has deliberately refrained from a manufacturing program which would permit us to take full advantage of the great demand for our product this year. We have deliberately created a shortage on our product so that we might be sure to create a situation which would eliminate any need of our distributors carrying units over from this year to next."

## Air Force Blood Bank --

(Concluded from Page 1, Column 4) There is an electric clock near the unit on the same power line. Should there be a power failure, the clock will stop, showing the lab technicians the length of time the refrigeration unit has been idle.

Inside the bank each flask of blood has a test tube connection holding about a quarter of an ounce of the stored blood. This small amount of blood can be withdrawn for testing without bothering the main supply. The blood bank stores all types of blood and was tested for four months before it was placed in operation.

Whole blood, such as the type given in transfusions and the same type stored in the new bank, can be kept safely for 21 days if all precautions are taken. The Scott hospital will, however, keep each container only 12 days for added safety. If, at the end of 12 days, there have been no emergency calls for this particular type of blood, the blood will be utilized for normal transfusions.

## DEALERS - DISTRIBUTORS WANTED!

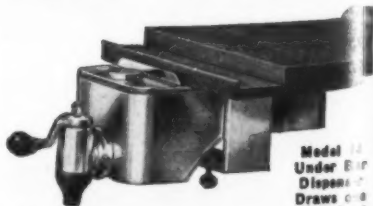
If you are prepared to handle sales, installation and service for our stainless steel soft drink dispensers for Bars and Taverns, advise business experience and some facts relative to your financial ability.

### INCREASES PROFITS FOR BARS AND TAVERNS

Exceptionally profitable to handle.—Write to

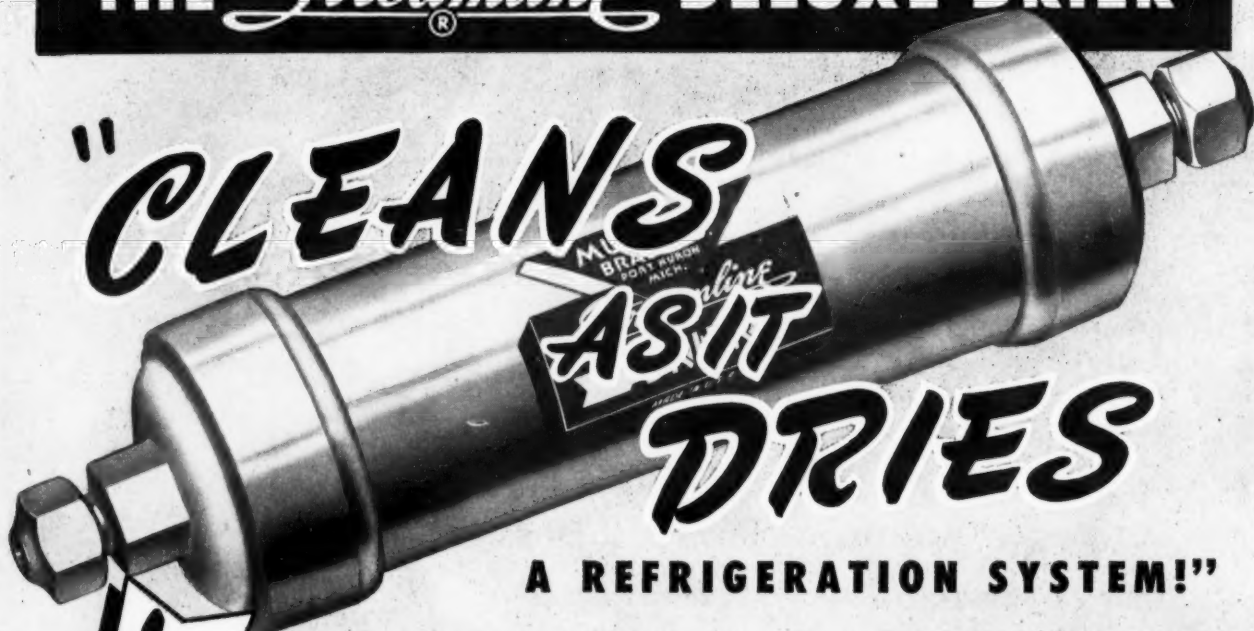
MULTIPLEX FAUCET CO. 4325 DUNCAN, Dept. ARN-14, ST. LOUIS, MO.

MANUFACTURERS OF SOFT DRINK DISPENSERS OVER 45 YEARS



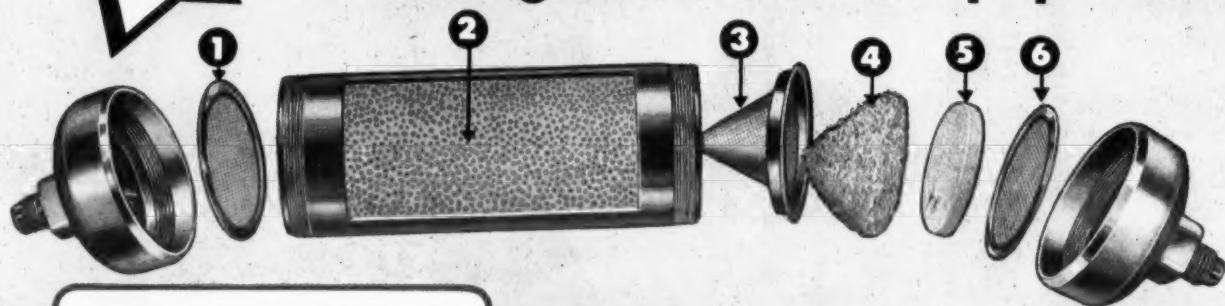
Model 12 Under Bar Dispenser Draws and Serves

## THE Streamline DELUXE DRIER



### A REFRIGERATION SYSTEM!"

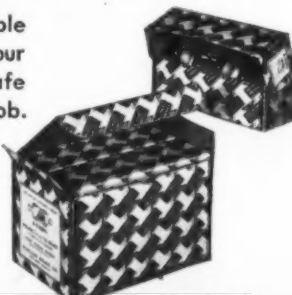
6. "IN-LINE" Cleaners Safeguard Vital Working Parts of The Equipment!



- 1 INLET CONTAINER SCREEN—Positive Dessicant Retainer without pressure drop.
- 2 DRYING AGENT—Installed under strict laboratory control with sealed charging equipment.
- 3 LOCKED-IN CONE OUTLET SCREEN—Extra Capacity free flow strainer surface.
- 4 FILTER BED—Chemically cleaned wool mass traps fine metallic grit and sludge.
- 5 WHITE WOOL DISC—Doubles filtering capacity.
- 6 OUTLET RETAINER SCREEN—By itself, equal to the filter elements in most ordinary driers.

For over 10 years the STREAMLINE Deluxe Drier has proved its ability to thoroughly clean and dry a refrigeration system. This "Double-Duty" Drier, with its unique cone screen filtering unit, is designed to remove metallic filings, lint, sludge and grit as well as doing a "one pass" job of removing all harmful moisture. Forged brass ends are threaded and soldered to the heavy copper shell for extra strength and safety.

Packaged in individual and multiple cartons for double protection of your investment. Keeps parts clean and safe from damage from the factory to the job.



MUELLER BRASS CO.  
PORT HURON, MICHIGAN

ORDER A CARTON TODAY  
from your refrigeration wholesaler

### In the Spotlight:

**WILSON**  
FREEZERS •  
MILK COOLERS •  
COMMERCIAL  
REFRIGERATION

Write, wire, or phone concerning  
dealership franchise availabilities  
**WILSON** REFRIGERATION, Inc.,  
Smyrna, Del.

## WANTED

### NATIONAL SALES MANAGER

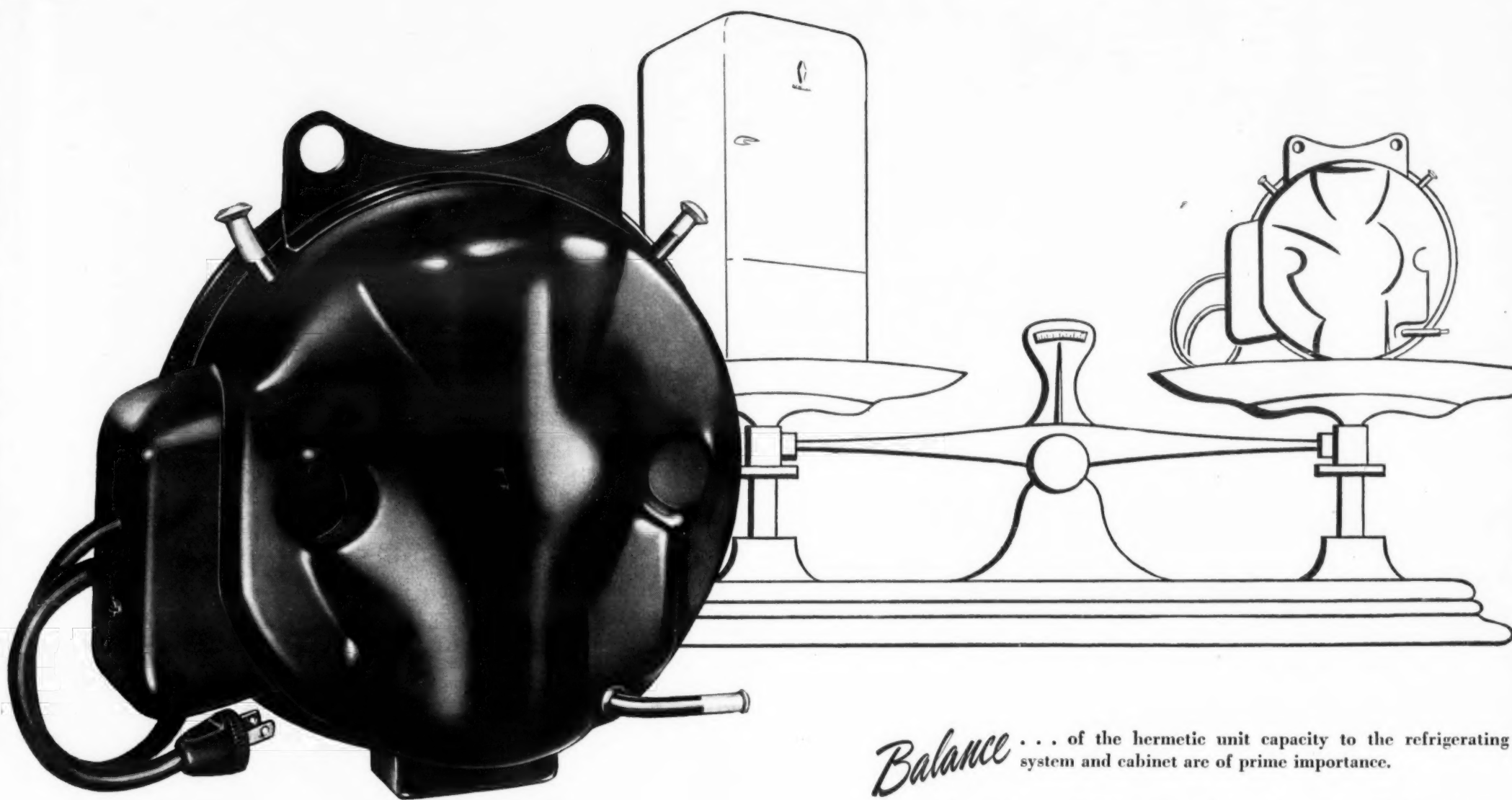
Prominent company seeking sales manager for Refrigeration Division. Must have ice cream cabinet, frozen food cabinet or home freezer experience. Must be willing to travel. Write fully age, experience and qualifications. Address replies to:

Box 3538, Air Conditioning & Refrigeration News



# Balance

## IN A DOMESTIC REFRIGERATOR IS ESSENTIAL TO SUCCESSFUL OPERATION IN THE USER'S HOME



*Balance* . . . of the hermetic unit capacity to the refrigerating system and cabinet are of prime importance.

*Balance* . . . of the reciprocating and motive mechanism is necessary to quiet operation and freedom from vibration.

... but these two major elements of performance require a great deal of careful engineering in proper application of the compressor assembly to the evaporator and cabinet. Maximum refrigeration with minimum power and cost is the prime objective. Thus, one designer may achieve the same operating efficiency with a small unit that requires a larger unit in another similar product. Again careful balance is the answer.

1. Balance of the cabinet heat leak to the unit capacity by attention to: Proper insulation • Vapor barriers • Cabinet sealing • Tight construction and Good door seals.
2. Balance of the evaporator to the unit capacity by proper design for temperature and cooling. Size • Shape • Surface • Position • Baffling and Mounting.
3. Balance in the evaporator refrigerant passages to obtain • Correct refrigerant flow • Minimum refrigerant charge.

4. Balance in air flow over the motor compressor to • Maintain low shell temperature • Minimum motor winding temperature • Low oil temperature.
5. Balance of condenser to the compressor to obtain • Low operating head pressures • Adequate air flow • Minimum space.
6. Balance of the capillary tube to unit capacity to obtain • Proper restriction • Correct refrigerant flow.

The success in balancing the entire system, in a large degree, measures the customer satisfaction and appeal of the final product.

Tecumseh Products Company are in the best position of any manufacturer in the industry to give you the correct hermetic compressor for your application.



The 1/9 H.P. Tecumseh compact compressor—for limited space application, but maximum performance and efficiency.



The internally spring mounted single cylinder compressor, supplied in all sizes from 1/8 to 1/3 H.P. in four bores and three strokes for either F-12 or F-22 refrigerant.



The Tecumseh twin, supplied in all sizes from 1/4 to 3/4 H.P. in four bores and three strokes for either F-12 or F-22 refrigerant.

All of these combinations of bore, stroke and refrigerant give an unequalled versatility of displacement and capacity. There is a Tecumseh Hermetic to fit your application.

And—equally important—our engineering laboratories have the 'know how' to help you in proper balance of the unit to your evaporator and cabinet.

Write or wire today for complete information about these Tecumseh Hermetics.



### TECUMSEH PRODUCTS COMPANY

TECUMSEH, MICHIGAN

EXPORT DEPARTMENT: 2111 WOODWARD AVE., DETROIT 1, MICH.

★ World's largest independent producer of compressors and condensing units for the refrigeration industry. ★



## INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)  
supply him with a set of books. The Lion's Club with a reading lamp. The Cosmopolitan Club with writing equipment. The Kiwanis Club with a wooden floor for the cabin. He would have the protection of the child labor law and gov't old-age insurance. A kindly philanthropist would send him to college with a scholarship. Incidentally, a case worker would see that his father rec'd a monthly check from the county. The OPA would reduce the rent by 50%. He would receive a subsidy for rail splitting; another one for raising some crop he was going to raise anyway, and still another subsidy for not raising a crop he had no intention of raising.

"Result: There would have been no Abraham Lincoln."—Scottish Rite Bulletin.

### Verse of the Week

"If I possessed a shop or store,  
With people passing by my door,  
I'd keep that place so trim and neat  
That people, passing up my street,  
Would stop, come in and look around;  
'Twould be the friendliest shop in town!  
But I don't believe I'd get enough  
'Real' shoppers, who could buy my stuff,  
To pay my rent and heat and light

Or keep me happy with my plight!  
I'd teach my gang that people must  
Be SOLD, and that our sacred trust  
As salesmen, makes us do lots more  
Than wait on prospects in the store.  
We'll have to canvass every day  
To keep more prospects on the way.  
We'll have to make folks stop and think

To sell a new dish-washer sink,  
Or water heater to replace  
An old one that's a pure disgrace!  
To CREATE sales—to sow the seed  
Among folks who don't KNOW they need  
A better toaster, iron or range—  
Golly! doesn't this sound strange?  
And then when people pass our door  
And patronize another store  
We'll know that where our trouble lies,  
Won't be our anxious, smiling eyes,  
But will be due, (now listen well!)  
To the fact that we have failed to  
SELL!  
If they don't come in, then we'll go out  
And tell them what it's all about.  
The only cure for the 'no-sale blues'  
Is wearing more leather off of our shoes."

E. T. MOORE

### Who Loves a Boss?

Another good reason why a planned-economy government seldom lasts long is that any Plan must have a Boss if it is to become predominate. Yet, everybody who works for that Boss hates or envies (the same thing) the Tough Guy who tells them what to do or what they cannot do. And they'll go out of their way to make him look bad, show him up, or prove him wrong.

Any rookie second baseman is

sure that he can run a baseball club better than the manager who orders him when to bunt and when to hit.

Most junior executives are convinced that their business enterprise would really hum if only they could occupy the upstairs offices of the Big Brass.

Screw-machine operators resent foremen; chairman of local unions scheme to displace regional or national labor officials; and we all attend championship boxing matches in the hope of seeing the champion dethroned.

That's America (and human nature) in a nutshell. The less successful the "underdog," the more pronounced is this instinct present in his psyche. A typical "little fellow" will cheer lustily and vote twice for a demagogue who attacks "the entrenched interests" (Wall Street, the Jews, capitalists). But after that demagogue has held power for a time, the "little fellow" is eager to unseat him. In America, we vote against Bosses.

To a markedly lesser extent, this defy-the-bosses principle is popular the world over. In Europe, for example, it has been said: "Uneasy lies the head that wears the crown." If assassins don't erase the political Boss, revolutions do. That's the pattern of history in practically all freedom-cherishing civilizations—and even in the Planned States.

Having studied history, modern political bosses become more and more apprehensive, suspicious, secretive, and oppressive the longer they retain power. But this uneasiness and apprehensiveness doesn't help them. Eventually, they are liquidated.

In the United States (the least violent of all revolutionary civilizations) the incumbent President invariably is blamed for mass misfortunes, or credited with responsibility for apparent prosperity.

If "times are good," he is re-elected. But when voters aren't prosperous, he hasn't a chance.

### Ducking Personal Responsibility

When people aren't working or eating well anywhere, they conclude that it's time to change Bosses. So they do, by one means or another.

Not only do they change personal bosses, but they change political and economic systems, too, on occasion. Neither shift-of-allegiance helps to solve their common problem—ever.

Historically speaking, the "little fellow" usually puts his trust in new (but no different) gods, priests, kings, presidents, mayors, generals, parliaments, committees, aristocrats, demagogues, patent-medicine men, nincompoops with mesmerizing voices, politically canny mistresses, and revolting preachers.

He tries anything and everything except selfish self-preservation through self-reliance.

So he is doomed to suffer disappointments. Michel's Iron Law of Oligarchy wins out every time there's a revolution, or a political party gets the gate. When the "little fellow" unseats one ruler, he enthrones another.

Inevitably, a ruthless Boss gets on top. The Innocent Bystander, who just lazes along with the tide, might as well fold up his tent and slink away. And the "little fellow" who unites with other supposedly "oppressed" individuals (minority groups) to dethrone a Leader or upset a System is no better off than he was before he tossed his weight around. He merely changes Bosses. And it's Bossism which he hates.

To tell the truth, a typical "little fellow" is a split personality (a schizophrenic). He wants "peace-of-mind" and, at the same time, he seeks "security." Like Europeans and Asiatics, he believes in the ancient fallacy that only a Higher Power can give him both security and peace-of-mind. That Higher Power, of course, is a Boss. (Remember: The Little Fellow resents Bosses, *per se*). See the dilemma there? No wonder he's a split personality!

"Security" (being your own Boss) and "peace-of-mind" (letting others make your decisions) are incompatible.

So the "little fellow" is his own worst enemy. He forgets, conveniently, that he can make his own dreams come true if he is willing to work harder and sacrifice pleasures to become a Leader, himself. He sells his personal heritage for a mess of collectivist pottage.

### Either You Do or You Don't

Jesus Christ said: "The Kingdom of God is within you." And how right he was! What a priceless Article of Faith! And how succinctly it applies to our present generation's problems!

Our instinctive aversion to Bosses, therefore, is natural. It's an affirmation of Nature's first law: "the fittest survive."

We hide from the meaning of that natural law when, in a moment of weakness, we give lip-service to the implications of a planned economy (which always glorifies Bosses).

Progress comes when individuals stand up on their own two legs and work out their own destinies. Bossism is stagnation incarnate. It's European and totally un-American. What's more, in essence it's war-

mongering. Think we're kidding? Read on; and be convinced.

### Planned Economies Foster War

Nearly every American you meet casually on the street or in a street-car can recall that he had an ancestor who emigrated here from "the Old Country" to avoid being conscripted into military service.

Peace, in organized Europe, has always been just an uneasy breathing-spell between wars. And the maintenance of a huge Standing (or sitting) Army has been the biggest item on the national budget of most European nations.

In the Old World, war has been the chief occupation of Government. Because the governors' planned economies never worked out right (they never have, and they never will) European and Asiatic kingdoms have always sought to distract attention from the failure of their plans by resorting to warfare against unsuspecting "enemies."

Any new war is generally popular with the men of every Old World nation—because it relieves the tedium of their humdrum existence, allows them to preen themselves with fine feathers (uniforms and decorations), spirits them away from their wives, homes, and responsibilities—and legalizes stealing and rape. (All men are savages under their skins).

Soldiers who are fortunate enough to be on the winning "side" plunder and loot, fornicate at will, and enjoy the psychotic "feel" of acting like conquerors.

### The Morning After

But, in this day and age, soldiers who have fought on the winning "side" are faced with more problems than they ever imagined could be possible, after they've won battles; and they become poorer than they were before they enlisted when they try to rule conquered nations.

War is destruction, pure and simple. It leaves every participant destitute and disheartened. Nowadays, the victors are obligated to pay heavier penalties than the defeated.

Trouble is, those who did the fighting and the destroying refuse to pay the price for their emotional binge. They hope, somehow, that their fighting, feuding, and fussing will usher in a Grand New Age of Happiness and Well-Being.

Pity them. Their dreams never can come true.

### European Bossism vs. American Self-Release

Old World thinking is fatalistic. It accepts war as the fate of every generation. New World thinking is self-reliant and realistic. It wonders why we can't all get together and compromise our differences.

If every man and woman everywhere could be free to run his or her own life, to do the things they want most to do, and to hoe their own private rows of vegetables, there'd be no more wars.

But such personal freedom doesn't exist in the world of Today—it can only be imagined, hopefully.

Organized fighting and planned destruction obviously is foolish.

Americans agree with this aphorism because they're stubborn, spunky, and individualistic. They can think for themselves. But Old World inhabitants have been conditioned and trained to worship Government as they do God—so they go off to war submissively every few years when the Gods of Government tell them that it's time to fight again.

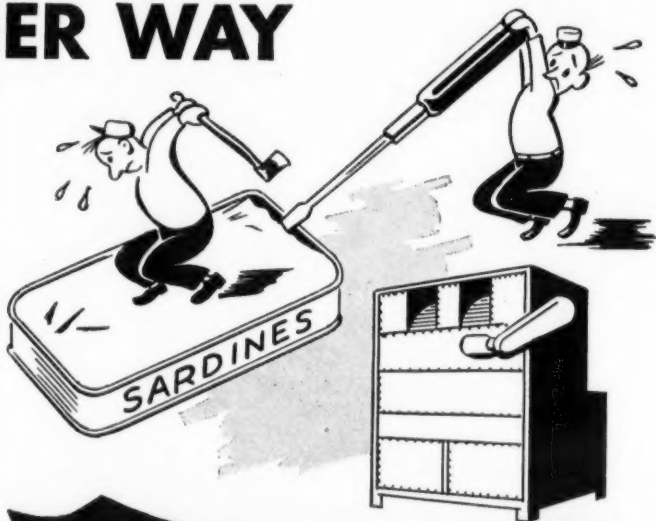
How to re-educate Old World Europeans and unreconstructed Asiatics to the realization that Peace is Wonderful is the Great Problem of our Perilous Age.

## There's an EASIER WAY

...To Open a Sardine Can

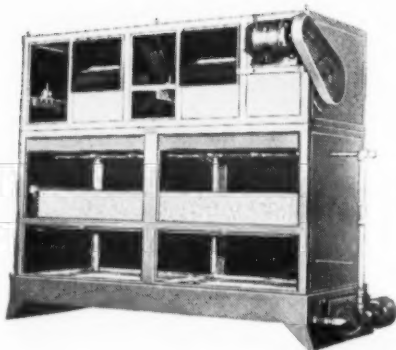
...Or to "Get Into" Heat Transfer Air Units

Always Specify  
**KENNARD**  
*Engineered*



EVAPORATIVE CONDENSERS  
COOLING TOWERS  
AIR CONDITIONING UNITS

## for ACCESSIBILITY



Quality-built KENNARD units seldom require servicing. However, on the rare occasions when servicing is necessary, you'll appreciate Kennard's multiple service and access panels, permitting servicing from any or all of FIVE sides—all parts readily accessible.

In addition to convenience in servicing, ALL Kennard Engineered products have exclusive "built in" features to provide maximum service at minimum cost.

These are the reasons why so many architects and engineers specify "KENNARD"—the quality line with ALL of these advantages—Penta-Post frame construction, non-corrosive metal screws, nuts, bolts and washers; solid bronze latches, non-corrosive coil frames and hydraulically 3000 psi expanded scale free coils.

"Refinement of Detail Marks the Difference Between Ordinary and Excellent."

### Write for Bulletins...

No. 47A—FINNED COILS  
No. 48—AIR CONDITIONING BLOWER UNITS  
No. 49I—EVAPORATIVE CONDENSERS  
No. 49A—COOLING TOWERS

**KENNARD CORPORATION** • 1825 S. HANLEY ROAD  
ST. LOUIS 17, MISSOURI

### CEE-KLEER SELLS YOU TO YOUR CUSTOMERS

Make Trouble Visible  
with the only liquid indicator that fully indicates  
**FULL 360° VISION**

Making Possible a Rapid Diagnosis of Operating Troubles.

ENGINEERED By Service Men for Service Men  
PROVIDES Positive indication of excess oil in the system  
CEE-KLEER Sight Driers are 100% cleanable and refillable. A combination: Sight Drier-Strainer-Filter ALL IN ONE. Traps sludge, wax and foreign particles—assures clean systems. Makes servicing easier, faster—eliminates guess work.

BUILT "NOT TO LEAK." Contact your jobber or send for free literature to

**CEE-KLEER PRODUCTS CO.**  
1335 Walnut St., Cincinnati 10, Ohio





LIFE

ANNOUNCEMENT IN JULY 17<sup>th</sup> LIFE

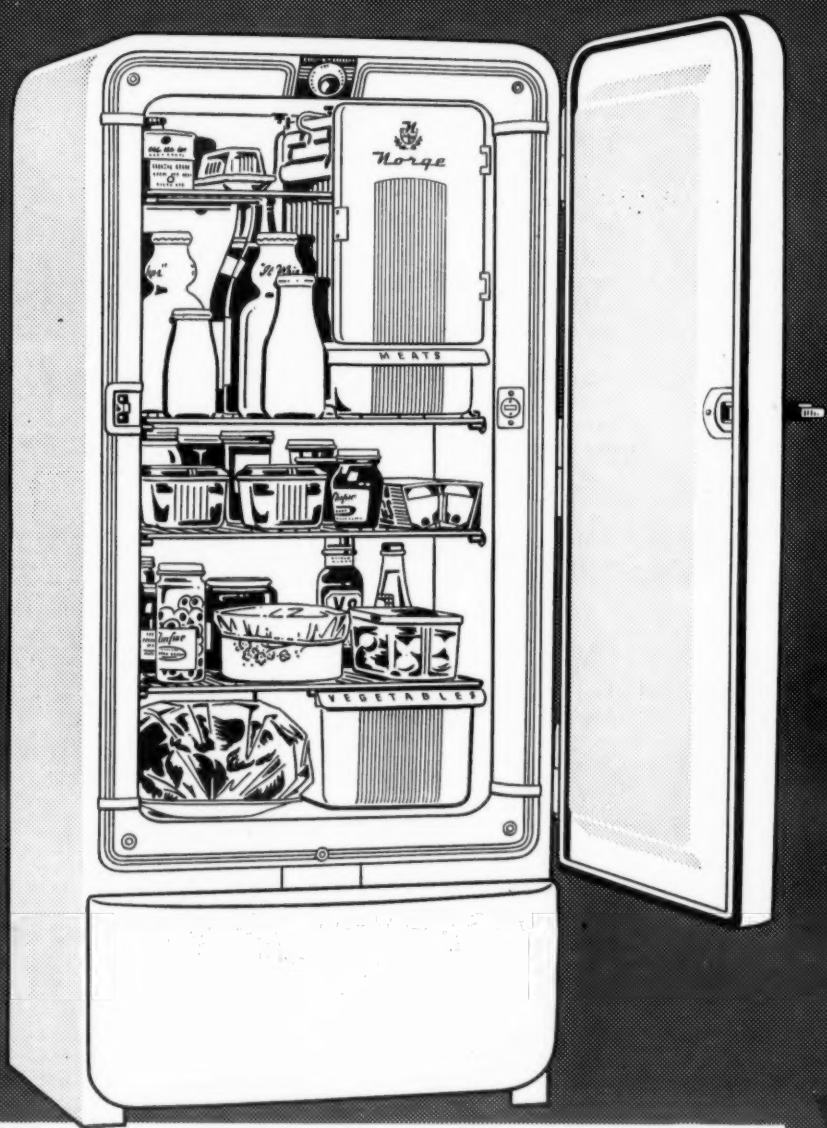
NORGE

# World's Lowest-Priced

## Completely Automatic SELF-D-FROSTING REFRIGERATOR

only \$199<sup>95</sup>

Record All-Time Demand Cuts Costs  
... Makes Self-D-Frosting  
Available to Extra Millions!



MODEL SDM-65 . . . 6.1 cu. ft. . . space for 17 lbs. frozen storage, 10.9 sq. ft. shelf space . . . 28 ice cubes . . . large meat Coldpack and vegetable crisper. Also available in big-family-size 8.2 cu. ft. model, \$239.95 retail.

HERE IT IS — news in LIFE to electrify your summer sales to life! Here's the refrigerator that millions of women have been wanting for years.

Here it is at the price millions can afford to pay — *the feature which at higher prices has paced Norge Refrigerator sales to their all-time high!*

America's only refrigerator with exclusive, adjustable, "built-in" Self-D-Froster System that defrosts automatically *every night* while you sleep.

Keeps frozen meats and vegetables safely frozen.

AT A SENSATIONAL LOW PRICE . . . LOWEST IN NORGE HISTORY . . . LOWEST BY A WIDE, WIDE MARGIN IN THE WHOLE REFRIGERATOR FIELD!

Happy days ahead for Norge Dealers! Happy days *right now!* See your Norge distributor for full details and for data on the great store promotion to count you in. NORGE DIVISION, Borg-Warner Corporation, Merchandise Mart

Plaza, Chicago 54, Illinois.  
(In Canada: Addison Industries, Ltd., Toronto).

# NORGE

...Merchandised from  
the Retailers' Point of View



**Summer Special:****\$362.85 Kitchen Will  
Retail for \$299.95**

CONNERSVILLE, Ind.—A mid-summer special promotion offering a complete American Kitchen, with special added features, to retail at \$299.95—over \$62 lower than the regular retail price of \$362.85—was announced recently by F. F. Duggan, general sales manager of the American Central Div., Avco Mfg. Corp.

The special kitchen will be offered to the public from July 10 through Aug. 19 and features a 54-in. sink with deluxe push-button rising spray, finger-tip faucet controls and aerator, two 21-in. base cabinets, each with two extra concealed drawers installed, plus a 21-in. hard, laminated maple cutting top on one cabinet, two 15-in. wall cabinets, and two wall What-Nots to match.

"This mid-summer campaign is designed to stimulate sales during what have been regarded as slow summer months," Duggan declared.

"The potential sales volume on kitchens is practically unlimited and we believe that this promotion will prove that the season for kitchen sales is continuous."

**Clothier Gets More Cooling**

ST. LOUIS—Weil Clothing Co. has completed the installation of a new 40-ton air conditioning unit for the store's first floor, according to Julian B. Cohn, president of the firm.

The second floor was air conditioned two years ago.

**Freezer Guessing Game  
Will Draw Attention  
To Low Operating Cost**

SAN ANTONIO—How much does it cost to operate a home freezer for a month?

The question is being put to citizens of San Antonio this month with the person coming closest to the actual cost being offered \$100 off on a freezer.

This guessing game is part of a month long promotion being conducted by the San Antonio Public Service Board and local appliance dealers and distributors. Idea back of the contest is to spike the objection that a home freezer is too expensive to operate and at the same time to arouse public interest in the appliance, according to the sponsoring group.

A freezer has been set up in the show window of the utility. It is in operation, but its meter is hidden from public view. The actual operating cost of this home freezer for the month will be used as the basis of judging the winning contest entries.

To enter the contest, the public must pick up an official entry blank at their neighborhood appliance dealer's store. Only one entry per family is permitted. The blanks supply the information that the cost of electricity in that area is 1.75 cents per k.w.h.

Additional features of the campaign are a display of food-packed freezers on the utility's display floor and a cooperating advertising program.

**New Model and Promotion Plan**

R. C. Graves, Ben-Hur sales manager (left), and E. J. Morrison of Morrison Advertising, Inc. present Ben-Hur's new freezer model and explain the company's expanded advertising and promotion program at the three-day sales meeting.

**Bartlett Represents  
Sunroc In Rochester**

ROCHESTER, N. Y.—Lester S. Bartlett, Rochester businessman, has been appointed sales agent in this city for the Sunroc Co. Bartlett will operate under the title Sunroc Rochester Agency.

From offices and showroom at 320 Broad St., this agency will supply the Rochester area with Sunroc water coolers and purifiers and will offer service on Sunroc and all other makes of coolers. Another service offered will be free surveys of water cooling requirements for all firms within the area.

**R.O.P. Tags To Appear  
On All Ben-Hur Freezers**

MILWAUKEE—Introduction of the new line of R.O.P. (Record of Performance) Ben-Hur farm and home freezers and presentation of a new and greatly expanded advertising and promotion program, highlighted a three-day sales meeting held here last month by Ben-Hur Mfg. Co. for its district sales managers.

Particular emphasis during the meeting was made of the "R.O.P." (Record Of Performance) tag which will appear on all Ben-Hur freezers. This is a replica of test charts made during extensive laboratory tests on every Ben-Hur freezer before shipment. While this has been a standard practice at Ben-Hur for many years, the company feels it is so important to the freezer owner that it has been made part of the national promotion program.

The growth and progress of Ben-Hur in the freezer industry were traced in talks by President Henry H. Uihlein, and Vice Presidents Herman A. Uihlein and A. B. Bechaud. Engineering and service were covered by chief engineer Ward Stoner and service manager L. J. Anderson.

The meetings were conducted by R. C. Graves, sales manager, and district sales managers in attendance were as follows: A. M. Andrews, Kelly Bogle, Richard Busch, Morgan Cobb, Ed Jackson, William Stone, James Struss, and Ralph Zickert.

**OK Cooling for 2 Theaters**

ALBANY, N. Y.—The Albany Building Department issued two permits to Warner Brothers for installation of air conditioning equipment.

The unit at Ritz Theater, 17 S. Pearl St., will be put in at an estimated cost of \$27,000 and the one at Strand Theater, 110 N. Pearl St., at \$22,000.

Engineers for the project are B. L. Smith Associates. C. J. Gottlieb is contractor.

**\$25,579 Job for Stahl-Rider**

RALEIGH, N. C.—The Stahl-Rider Co. here has been awarded the air conditioning contract for the State Highway Commission's new office building, commission chairman Henry Jordan announced recently. Low bid was \$25,579.

**Freezers, Room Coolers,  
And Ranges Set Record  
In West Penn Area Sales**

PITTSBURGH—With a few exceptions, major appliance sales in the southwestern Pennsylvania territory served by the West Penn Power Co. were better during May than in either April or the same month last year, a recent report from the company has indicated.

The sale of 1,076 electric ranges was the highest number ever reported sold by dealers in any month on record. Freezers, room coolers, and clothes driers set new highs for May in any year.

Room coolers and clothes driers showed the greatest improvement over May of last year with sales going up 287% and 190% respectively. Automatic washer sales were 75% ahead of last year. Other gainers were ranges up 21%, freezers up 16%, conventional washers up 18%, dishwashers and refrigerators up 9%, and ironers up 4%.

Losing ground from last year were garbage disposers down 17%, vacuum cleaners down 13%, and water heaters down 2%.

Room coolers again led the way in gains over April sales—up 158%. Water heater sales rose 52%, refrigerators 43%, freezers 42%, ranges 35%, clothes driers 29%, garbage disposers 16%, automatic washers 9%, ironers 5%, and dishwashers 3%.

Falling short of April sales figures were vacuum cleaners down 17% and conventional washers down 3%.

Unit sales for April and May of this year and May, 1949, were as follows:

| Appliance               | May, 1949 | April, 1950 | May, 1949 |
|-------------------------|-----------|-------------|-----------|
| Refrigerators           | 2,388     | 1,814       | 2,599     |
| Freezers, Home and Farm | 187       | 152         | 217       |
| Ranges                  | 887       | 822         | 1,076     |
| Garbage Disposers       | 34        | 24          | 28        |
| Dishwashers             | 33        | 35          | 36        |
| Room Coolers            | 8         | 12          | 31        |
| Clothes Driers          | 32        | 72          | 93        |
| Ironers                 | 215       | 212         | 224       |
| Washers, Automatic      | 215       | 345         | 378       |
| Washers                 |           |             |           |
| Conventional            | 1,297     | 1,591       | 1,534     |
| Vacuum Cleaners         | 643       | 678         | 560       |
| Water Heaters           | 533       | 342         | 520       |

**HOTEL STRAND**

ATLANTIC CITY'S  
IDEAL CONVENTION HOTEL

Exceptional Convention Facilities adaptable to small, medium or large groups. Ample Meeting, Banquet and Exhibition Rooms. Wonderful location on Boardwalk opposite Steel Pier, the center of Atlantic City. Write Conventions Manager TODAY.

The Strand features Spacious Colorful Lounges—Open and Enclosed Solaria—Salt Water Baths in Rooms—Garage on premises. Courteous Personnel.

When in Atlantic City visit  
Famous **Fiesta** Lounge  
Food for Epicures  
Exclusive Penna. Ave. and Boardwalk

EASIER TO  
READ! COMPLETELY  
REVAMPED WITH  
NEW TYPE FACES



Here's Your New Edition of  
**HARRY ALTER'S  
DEPENDABOOK**  
No. 153

ILLUSTRATES, DESCRIBES AND PRICES\* OVER 9,000  
**REFRIGERATION  
PARTS AND SUPPLIES**  
\*some items up to 50%  
below regular prices  
WHOLESALE ONLY

WRITE ON YOUR LETTERHEAD TO

**THE HARRY ALTER CO.**

1728 S. MICHIGAN AVE., CHICAGO 16, ILL. • 134 LAFAYETTE ST., NEW YORK 13, N. Y.

"Service Doesn't Falter When It Comes From Harry Alter"

**INDIVIDUALLY  
CARTONED WOLVERINE TUBE**

CONSISTENTLY  
CLEAN

DEPENDABLY  
UNIFORM

EASY  
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ENDS

**WOLVERINE TUBE DIVISION**  
CALUMET AND HECLA CONSOLIDATED COPPER COMPANY  
INCORPORATED

MANUFACTURERS OF SEAMLESS NON-FERROUS TUBING

1413 CENTRAL AVENUE

DETROIT 9, MICHIGAN

STOCKS AVAILABLE IN ALL WOLVERINE MILL DEPOTS: DETROIT • DECATUR, ALA. • HOUSTON • LOS ANGELES • LONG ISLAND CITY  
PHILADELPHIA • PROVIDENCE • ST. LOUIS



# Sales by Appliance & Specialties Wholesalers, Commercial Parts Wholesalers Gain for May

| Kind of Business and Geographic Division | Per Cent Change        |                         | May 1950 Panel       |                       | No. of Firms Reporting | Reported Dollar Values (add 000) |
|--|------------------------|-------------------------|----------------------|-----------------------|------------------------|----------------------------------|
|  | May 1950 from May 1949 | May 1950 from Apr. 1950 | 5 Mos. from May 1949 | 5 Mos. from Apr. 1950 |                        |                                  |
| Appliances and specialties wholesalers   | +19                    | +7                      | +33                  | +29                   | 129                    | 27,253                           |
| New England                              | +72                    | +73                     | +60                  | +54                   | 14                     | 2,060                            |
| Middle Atlantic                          | +14                    | +14                     | +28                  | +25                   | 25                     | 9,830                            |
| East North Central                       | +20                    | +13                     | +54                  | +18                   | 18                     | 1,981                            |
| West North Central                       | +8                     | +1                      | +16                  | +16                   | 16                     | 2,228                            |
| South Atlantic                           | +24                    | +10                     | +34                  | +18                   | 18                     | 4,175                            |
| Mountain                                 | +2                     | +85                     | +6                   | +11                   | 11                     | 2,703                            |
| Pacific                                  | +36                    | +52                     | +42                  | +9                    | 9                      | 1,203                            |
| Refrigeration equipment, parts (com'l)   | +30                    | +34                     | +59                  | +14                   | 14                     | 2,846                            |
| Middle Atlantic                          | +20                    | +30                     | +10                  | +27                   | 27                     | 1,224                            |
| East North Central                       | +20                    | +24                     | +11                  | +5                    | 5                      | 252                              |
| West North Central                       | +23                    | +43                     | +15                  | +4                    | 4                      | 287                              |
| South Atlantic                           | +29                    | +37                     | +15                  | +5                    | 5                      | 261                              |
| Pacific                                  | +10                    | +27                     | +5                   | +5                    | 5                      | 137                              |

WASHINGTON, D. C.—May sales of appliances and specialties wholesalers and of commercial refrigeration equipment and parts wholesalers both made substantial gains over May, 1949, and over April, 1950, the U. S. Bureau of the Census reported recently.

Appliances and specialties wholesalers reported sales for the month up 15% from last year and 7% over April. Sales for the first five months of the year were up 33% over the same period last year. Inventories were up 1% from last year but down 1% from April.

Commercial refrigeration equipment and parts wholesalers reported that May sales increased 20% over last year and 30% over April. For the first five months they were up 10%. Inventories of this group were up 6% over last year but just equal those of April.

The statistical breakdown by regions appears above.

## New Safeway To Air Condition

FORT SMITH, Ark.—Featuring complete air conditioning, a new supermarket will be established here by the Safeway Stores chain organization.

## INVENTORY, END-OF-MONTH (AT COST)

| Kind of Business and Geographic Division | Per Cent Change        |                         | May 1950 Panel       |                       | No. of Firms Reporting | Reported Dollar Values (add 000) |
|--|------------------------|-------------------------|----------------------|-----------------------|------------------------|----------------------------------|
|  | May 1950 from May 1949 | May 1950 from Apr. 1950 | 5 Mos. from May 1949 | 5 Mos. from Apr. 1950 |                        |                                  |
| Appliances and specialties wholesalers   | +1                     | +1                      | +1                   | +1                    | 85                     | 20,416                           |
| New England                              | +36                    | +5                      | +10                  | +10                   | 10                     | 1,190                            |
| Middle Atlantic                          | +8                     | +7                      | +13                  | +13                   | 13                     | 4,783                            |
| East North Central                       | +22                    | +6                      | +8                   | +8                    | 8                      | 1,472                            |
| West North Central                       | +4                     | +1                      | +13                  | +13                   | 13                     | 3,719                            |
| South Atlantic                           | +16                    | +7                      | +16                  | +16                   | 16                     | 3,351                            |
| Mountain                                 | +5                     | +19                     | +9                   | +9                    | 9                      | 1,977                            |
| Pacific                                  | +22                    | +3                      | +6                   | +6                    | 6                      | 1,364                            |
| Refrigeration equipment, parts (com'l)   | +11                    | +17                     | +6                   | +6                    | 6                      | 1,913                            |
| Middle Atlantic                          | +6                     | +0                      | +19                  | +19                   | 19                     | 1,764                            |
| East North Central                       | +*                     | +*                      | +*                   | +*                    | +*                     | +*                               |
| West North Central                       | +*                     | +*                      | +*                   | +*                    | +*                     | +*                               |
| South Atlantic                           | +20                    | +3                      | +5                   | +5                    | 5                      | 556                              |
| Pacific                                  | +9                     | +4                      | +5                   | +5                    | 5                      | 182                              |

\*Insufficient data to show separately.

## Carrier Central System Set for Los Angeles Hotel

LOS ANGELES—The air conditioning system to be installed in the Los Angeles Statler hotel and adjoining office building, ground for which was to be broken July 5, is of an entirely new design, according to officials of the Carrier Corp. which will install the equipment.

The "Weathermaster" conduit system will allow occupants of the individual guest rooms and outside offices to regulate their own indoor climate to taste by dial control.

Transmission of conditioned air at high velocity through small conduits will require no sacrifice of ceiling heights or any raising of the roof line and the individual room

equipment will involve a minimum use of rentable space, it is stated.

All of the air conditioning will be performed in central station plants located in the penthouse and on the third floor of the office building. Three centrifugal refrigeration machines will be located in the basement.

All air supplied to the individual rooms will be outside air which has been filtered, washed, dehumidified, and heated or cooled to season.

A minimum use of water for air conditioning is insured by the installation of a concealed bank of forced draft cooling towers located on the roof.

## Neb. Farmers' Petition Hits Cream Storage Law

LINCOLN, Neb.—The four-day cream ruling of the state department of agriculture, which became effective in May and subsequently stirred a controversy when producers complained that the regulation nullified benefits derived from installations of expensive refrigerated storage facilities, is subject of a petition which farmers in western Nebraska have circulated protesting the ruling.

Lewis Page, chairman of the group of farmers, stated he had received letters from more than 100 communities over the state asking for forms of protest drawn up by the Gothenburg Farm Cream Producers.

Page took exception to the statement made recently by Rufus Howard, state agriculture director, who said the new ruling had been "reasonably well accepted in Nebraska."

Page declared that "we don't mind cream being graded, but we object to the four-day regulation which means bringing cream to town every four days or taking a three-cent penalty on every pound."

Page also revealed that he had received petitions bearing more than 1,200 names in the past few days, while the Dawson County Farm Bureau last week passed a resolution protesting the rule. Many farmers, who have installed refrigerated storage facilities, are holding their cream longer than the Nebraska ruling allows, then shipping it to out-of-state buyers.

## Manual Includes Data on Commercial Load Factors

EVANSVILLE, Ind.—A handy, pocket-sized reference manual that includes much engineering data as well as basic product data and model specifications is the "Supermetec Condensing Unit Data Book" put out by the Servel, Inc. Electric Refrigeration Div.

The reference manual includes data on estimating refrigeration loads, heat transfer and service load factors, and product storage data. Also given are suggested temperatures to operate coolers and refrigerators, and refrigeration loads for various types of commercial refrigerators—display cases, walk-in coolers, restaurant refrigerators, water cooling, beer cooling, milk cooling, and bottled beverage cooling.

Tabulated also in the book are pressure-temperature relationships, conversion ratios, operating head pressures for air-cooled "Freon" condensing units, and a temperature-pressure chart combined with refrigerator temperature and pressure control settings.

Also given, of course, is information on the various Servel "Supermetec" models (including a handy description of what the various letters and figures in model number designations mean); and instructions for installing the units.

**Steinhurst**  
MAKERS OF THE FAMED STEINHURST FREEZER

See type  
See  
Cooling  
Milk  
COOLER

Capacities  
4 cu ft and  
6 cu ft

For information write  
**STEINHURST & SONS, UTICA, N.Y.**  
Established 1908

**HERE'S THE BIGGEST LITTLE TROUBLE-SAVER**

**ALCO 3-IN-1 "TK" THERMO VALVES**

—one of the two discharge tubes that come with every ALCO "TK" THERMO Valve.

Want to change capacity? No need to change the valve...

Just change the discharge tube—

**IN 10 SECONDS!** Right on the job, without special tools, you can vary "TK" capacity like this:

| VARIATIONS        | NOMINAL CAPACITY IN TONS |                 |
|-------------------|--------------------------|-----------------|
|                   | "Freon-12"               | Methyl Chloride |
| 1. Without tube   | 1.15                     | 2.30            |
| 2. With "O" tube  | .50                      | 1.00            |
| 3. With "OO" tube | .25                      | .52             |

Just ONE valve instead of three to carry in stock—and to the job. A big cleanable strainer is built right in. Think of your savings in inventory, time and trouble. We designed the "TK" with you in mind! Try it today.

A QUARTER-CENTURY OF PIONEERING AND PROGRESS

**ALCO VALVE CO.**

853 KINGSLAND AVE. • ST. LOUIS 5, MO.

Designers and Manufacturers of Thermo-static Expansion Valves; Evaporator Pressure Regulators; Solenoid Valves; Float Valves; Float Switches.  
SEE YOUR ALCO WHOLESALER



**demand**  
**DETROIT CERTIFIED VALVES and CONTROLS**

**THE ONLY NAME  
 THAT BRINGS YOU  
 ALL 3**

**For One Convenient Source  
 Deal with Authorized  
 DETROIT Wholesalers!**

**DETROIT**

LUBRICATOR COMPANY

5900 TRUMBULL AVE.  
 DETROIT 8, MICHIGAN

Division of AMERICAN RADIATOR &  
 Standard Sanitary Corporation  
 CANADIAN REPRESENTATIVE: RAILWAY  
 & ENGINEERING SPECIALTIES, LTD.—  
 MONTREAL, TORONTO, WINNIPEG



DETROIT HEATING AND REFRIGERATION  
 CONTROLS • ENGINE SAFETY CONTROLS •  
 FLOAT VALVES AND OIL BURNER EQUIP-  
 MENT • DETROIT EXPANSION VALVES AND  
 REFRIGERATION ACCESSORIES • STATION-  
 ARY AND LOCOMOTIVE LUBRICATORS

Serving home and industry AMERICAN STANDARD • AMERICAN BLOWER • CHURCH SEATS  
 DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON



No. 673  
 Thermostatic  
 Expansion Valve



No. 683  
 Solenoid Valve



No. 450 FB3  
 Pressure Control

## Serviceman Gets Vital Messages In a Hurry



Jack E. Gilman, owner of Automatic Refrigeration Co., points out transmitter and receiver located in trunk of car. Tools and parts share space.



Gilman works on a unit in his shop. Wherever possible, servicing is done on the job, but some major calls necessitate removal of unit.

## Car-Telephone Nets More Service Work for Firm by Permitting Quick Response to Calls

PHILADELPHIA—What is claimed to be the only radio-telephone-equipped service car on 24-hour duty in this area has increased business by one third for Automatic Refrigeration Co. here, according to Jack E. Gilman, owner.

Gilman attributes the success of his mobile service to the satisfaction the customer gets from describing his trouble directly to the serviceman and of knowing that he can expect prompt service.

"From experience I know that customers having refrigeration or

air conditioning troubles want immediate service," he said. "They want to talk to the serviceman immediately and want his assurance that he'll be on the job within a short time."

"They can't and won't wait hours for a serviceman to get to their equipment. I believe the fact that they know that a radio-telephone-equipped car puts them in touch with a serviceman on the job rather than an office girl or telephone operator is the main reason for our business having grown by leaps and bounds."

The two-way equipment was installed in a passenger car. The radio-phone is attached to the underside of the dash panel in the conventional manner, the transmitter and receiver are located in the trunk, and there is an antenna on the roof.

The trunk is also used to carry service tools and refrigeration parts. Additional parts are kept in the rear of the car itself.

The radio-phone is connected to the horn so that the latter blows for five seconds twice when the car is parked while the serviceman is working on a job. The horn has a slightly different sound than the conventional ones.

The driver always parks the car as close to the site of the job as possible so he'll be sure to hear the horn if he should be called. For example, if he has to repair a refrigerator in the kitchen of a home, he will park in back of the house if he can.

If the audible signal is not answered, a yellow indicator marked "call" lights up and remains on. In

this case, the driver then calls the mobile service operator, who in turn calls the originating party and the call is completed.

A call to the car costs customers 35 cents but there are few "kicks," Gilman said. When customers hear the serviceman speaking to them from a job, they feel they are in contact with a live-wire organization, it was pointed out.

"They are told that a certain job is being worked on in a certain section of the city and how long it may be until their call is answered," Gilman explained.

A call report is kept in the car to record the customer's name and address, probable trouble, the time service is promised, and whether or not he is a contract customer.

Should a unit or an entire refrigerator have to be removed, a truck makes the call.

Since the car was placed in operation, this service has been promoted in part through a quarter-page advertisement in the local telephone directory. This 4 in. by 5 in. advertisement, which highlights emergency service via the radio-phone, is considered one of the best possible means of obtaining leads, since the first thought of people who want immediate service is to check the phone book.

Periodic newspaper advertising has also been of some benefit, but it is more-or-less institutional in nature. A direct mail postal card and letter mailing to commercial and industrial organizations has also re-

(Concluded on next page)

## EVERYWHERE... PLENTY OF PROSPECTS

for the **BTC** PORTABLE DISPLAY CASE

Wherever you look, you'll see plenty of prospects for the new BTC Portable Display Case. Dealers welcome this compact cabinet, because it can be moved about easily... used to push "specials" or related food items. Result: their frozen food sales go up — and so do your profits!

BTC's Portable Display Case opens up a whole new field of sales opportunities. Smartly styled with low-level superstructure, mirror to display contents, stainless steel top trim and two price panels. Fits anywhere and holds up to 190 average frozen food packages. Ideal for frozen concentrated fruit juices. Warranted for five years against food spoilage or mechanical defects. Write today for full details.



PORTABLE  
 ICE CREAM CABINET

Model DC6-ICD available with either two or three lateral plates.



PORTABLE DISPLAY CASE

Model DC6-2D features full-color, 3-dimensional, fluorescent-lighted pictures.



MODEL DC6-2

## MASTER-BILT BEVERAGE COOLER



### WITH PUSH-UP TYPE LIDS FOR FAST SERVICE

REMOTE CONTROL OR SELF-CONTAINED MODELS, 3 CAPACITIES. STANDARD FINISH BAKED ENAMEL EXTERIOR, ALSO STAINLESS STEEL. FASTER COOLING, LARGER CAPACITY, ECONOMICAL TO OPERATE.

Gravity Coil Cooling... Not forced air; no fans. Addition of warm beer (compartment refills) does not affect temperature of beer already cooled.

Bottle Compartments... Coils (3/8" tubing) form separate compartments for easy separation of brands. Each bottle has direct contact with coils, is evenly and individually cooled.



Distributors & Dealers write for details.

**MASTER-BILT REFRIGERATION MFG. CO.**  
 920 Palm Street • St. Louis 7, Mo.

**THE BREWER-TITCHENER CORPORATION, Binghamton, N. Y.**



## Having Mobile Emergency Service Is Big Factor In Getting Truck Fleet Contracts

(Concluded from preceding page)

sited in a certain amount of business. On all jobs, a decal is placed on the equipment checked and pointed out to the customer. This has been of great assistance in getting repeat business.

Automatic Refrigeration has found service contracts to be one of the most lucrative operations of the business. The firm will take under contract almost every type of refrigeration or air conditioning installation, but each one is charged according to its length in service, condition, and horsepower.

### SERVICE CONTRACT WORDING

The company's service contract reads as follows:

This agreement made and concluded this . . . day of . . . A.D. 19 . . . by and between above company hereinafter called the party of the first part and . . . Philadelphia, hereinafter called the party of the second part.

"That for and in the consideration of the sum of \$ . . . the party of the first part agrees to: service, repair, and replace all parts as necessary in the condensing unit Make . . . Model No. . . and to keep same in operating condition for a period of one year from date of this contract.

"That the party of the first part will assume all responsibility for complete refrigeration and that same shall also be in operating condition, for one full year from date.

"That because of the technical knowledge and experience of the party of the first part in refrigeration work, the party of the second part shall accept the judgment of the party of the first as to means or methods to be employed in any corrective work necessary.

"That the party of the first part will not be responsible for repairs which may be necessary arising from fire or water damage or other causes, not directly attributed to wear and tear of condensing mechanism during the term of this agreement.

"That the party of the first part will not be responsible for delays in rendering service herein described, due to or arising out of strikes, riots, lockouts, transportation delays, Acts of Government, or Acts of God, or other causes beyond its control.

"It is understood that \$ . . . is to be paid at the signing of this agreement, and constitutes the full payment of this contract.

"In witness whereof the parties have hereunto set their hands and seals the day and year above written.

(Seal)  
(Seal)  
Accepted By: . . .

Gilman charges the following rates for units in operation a year or two: 1/4 to 1/2-hp., \$37.50; 1/2-hp., \$47.50; 3/4-hp., \$57.50; and 1-hp., \$67.50. This includes parts and labor.

Automatic does a considerable amount of work on units for other dealers who have no service department. The fee for first year service is \$7.50 plus parts.

Beer cooling systems are serviced for \$125 a year, including parts and labor. All service units under contract are inspected quarterly, cleaned, oiled, and kept in good operating condition.

Other systems are charged for at the same horsepower rates as refrigeration, except for water-cooled systems, which are \$8 extra. For multiple systems, there is an additional charge of \$6 per valve.

Customers who ask to have their units insured under yearly contracts after the serviceman is already on the job must pay 50% of the cost of the work being done, in addition to the yearly contract cost.

### REFRIGERATION UNITS WANTED

Desire to purchase 1/4 to 1-hp Sealed or open type; standard brands; Complete condensing units; Also parts; Give full details.

HARWOOD EXPORT CO.  
31 E. 4 Street, New York 3, N. Y.

**EMERGENCY SERVICE**  
COMMERCIAL-INDUSTRIAL-DOMESTIC  
**DE wey 4-0210**  
IF NO ANSWER OR  
IN CASE OF EMERGENCY  
Call Our Radio Telephone Equipped  
Service Car—On 24 Hour Duty For  
Your Safety and Convenience  
ASK LONG DISTANCE OPERATOR FOR  
**MOBILE SERVICE**  
**WR 5-3735**  
GUARANTEED REPAIRS—ANYWHERE—ANYTIME  
REFRIGERATOR & OIL BURNER SERVICE  
MONTHLY OR YEARLY SERVICE CONTRACTS  
**AUTOMATIC**  
**REFRIGERATION CO.**  
FRANKLIN and  
RITNER STS.

A quarter-page advertisement in the local telephone directory stresses emergency service via car-phone.

if they want this service.

Although every job is billed according to the repairs and conditioning that it needs, Automatic does have a set of standard price rates for various jobs. For example, it charges \$22.50 for a motor overhaul and repair, and \$2.50 for compressor check-over plus gas and labor.

Policies for air conditioning equipment are also sold. Prices are the same as the refrigeration rates up to one ton. From one ton to five, the rate is \$25 a year, and up to five tons it is \$50.

Automatic also issues fleet policies to meat packers, dairy plants, and other commercial businesses using refrigeration in their trucks. A local meat packer has insured 56 trucks with Automatic at the rate of \$2.50 a month a truck.

"Our radio-phone system has been a splendid sales point in selling yearly service contracts to fleets," Gilman said. "As products in refrigerated trucks are perishable, the fleet operator knows that he can get in touch with our serviceman immediately by radio-phone and can even pull off a job to restore service."

DEWEY 4-0210  
4-0211  
OFFICE COPY  
1299  
**AUTOMATIC REFRIGERATION & AIR CONDITIONING CO.**  
DIVISION OF  
**AUTOMATIC APPLIANCE SERVICE**  
REFRIGERATION, AIR CONDITIONING & OIL BURNERS  
S. W. COR. FRANKLIN & RITNER STS.  
PHILADELPHIA 48, PA.

NAME \_\_\_\_\_ DATE \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CUST. PHONE No. \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_ PAID BY CASH ☐ CHECK ☐

**SERVICE DATA**  
AMBIENT TEMPERATURE \_\_\_\_\_ REFRIGERANT ☐ FILL ☐ ROL ☐ CHARGE ☐ CLEANED CONDENSER ☐  
HEAD PRESSURE \_\_\_\_\_ COMP. ☐ CONVENTIONAL ☐ ROTARY ☐ ADJUST BELT TENSION ☐ CORRECTED ELECTRIC TROUBLE ☐  
VACUUM PUMP \_\_\_\_\_ TEMP. CONTROL ☐ THERMO. ☐ PRESSURE ☐ PURGED HEAD PUMP ☐ REPLACE TEMPERATURE CONTROL ☐  
CONDENSER TEMP. \_\_\_\_\_ AMT. OF REPAIR \_\_\_\_\_ LBS. ☐ ADJUST REFRIGERANT CONTROL ☐ REPLACE REFRIGERANT CONTROL ☐  
BELT SIZE \_\_\_\_\_ COOLING MED. ☐ AIR ☐ WATER ☐ ADJUST REFRIGERANT CONTROL ☐ REPLACE SEAL ☐  
HOUSE POWER \_\_\_\_\_ REFRIGERANT CONTROL ☐ TYP. ☐ ANY ☐ REPLACE BELT ☐ CHECKED FOR LEAKS ☐  
UNIT DISPOSITION ☐ CAP ☐ NEW ☐ OLD ☐ DESIRED TEMPERATURE ☐ REPAIRED LEAK ☐

**CORRECTIVE REPAIR**  
REPLACE OIL CHARGE ☐  
GAS RECHARGE ☐  
MOTOR OVERHAUL ☐  
COMPRESSOR OVERHAUL ☐  
UNIT OVERHAUL ☐  
DEHYDRATOR ☐ YES ☐ NO ☐

COMPLAINT \_\_\_\_\_ MODEL OF UNIT \_\_\_\_\_

CONTRACT ☐ C. O. D. ☐ CHARGE ☐ TOTAL \$ \_\_\_\_\_

WARRANTY: THE ABOVE WRITTEN WORK AND MATERIAL GUARANTEED FOR \_\_\_\_\_ TO \_\_\_\_\_ 19 \_\_\_\_\_

SERVICEMAN \_\_\_\_\_ CUSTOMER'S SIGNATURE \_\_\_\_\_

TERMS: NET CASH UPON PRESENTATION OF THIS BILL

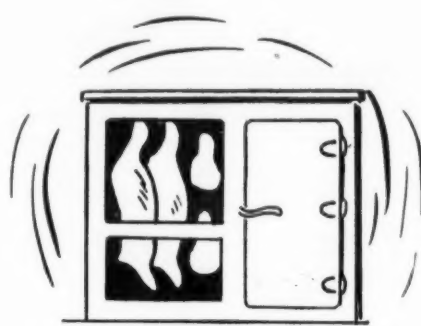
Ample space is provided on Automatic's repair bills to show customer just what type of work was performed and how long it is guaranteed.



Butcher Brown blanched as he realized that in a matter of hours his heavy inventory of meat would begin to spoil . . .



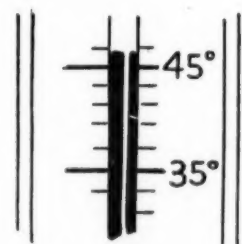
Being on his toes, the serviceman recommended a Supermetic, immediately available from the nearby Servel Wholesaler, and . . .



Butcher Brown had his walk-in stacked with meat, ready for the big week-end buying rush. Then . . .



A fast phone call brought the local refrigeration serviceman on the double. He checked and found . . .



Before the walk-in temperature had reached the danger point, a Supermetic was on the line, steadily pulling it down again . . .



Just when it was hotter than the shade in Hades, it happened . . . the old condensing unit serving his walk-in broke down . . .



The old unit required repairs that might take days, and the job would cost a lot of money . . .



The meat didn't have a chance to spoil, and Butcher Brown never misses a chance to praise his Supermetic-powered refrigeration system.

## THANKS TO NATION-WIDE SUPERMETIC SERVICE!

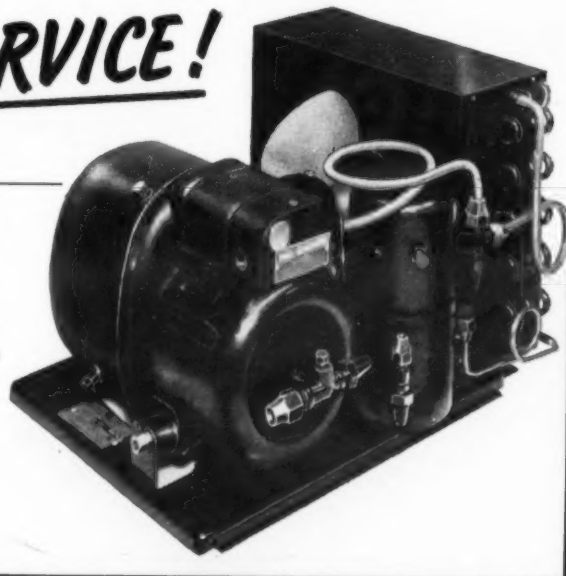
This story could happen any where, any time. And, regardless of where it took place, Servel's fast, dependable replacement service would give it a happy ending. There's a nation-wide network of franchised Servel wholesalers from whom genuine replacement parts as well as complete condensing units are *always immediately available*.

So when you're faced with similar situations this summer, specify Servel Supermetic. Win new customers, boost profits with time-saving service, when time counts most!

Get the facts today! Send for the Supermetic "Sales Kit," the new Supermetic Reference Manual and the name of your nearby Servel Wholesaler. Address: Servel, Inc., Electric Refrigeration Division, Dept. A-72, Evansville 20, Indiana.

### Tell Prospects About These SUPERMETIC FEATURES—

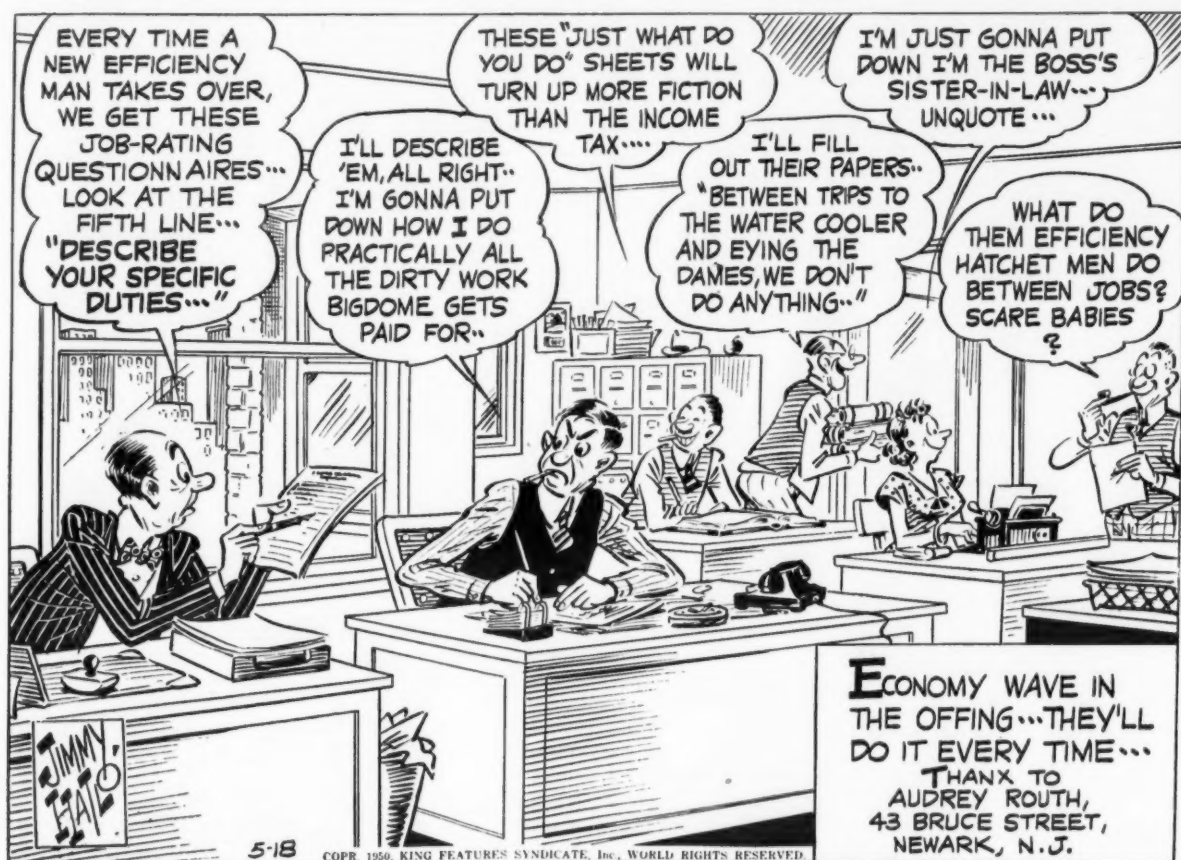
- Five-Year Warranty (all fractional sizes)
- Permanently Sealed Against Moisture And Dirt
- Forced-Feed Lubrication
- Rust-Resistant Long Lasting Finish



**Servel SUPERMETIC**  
Models for every electric refrigeration and air conditioning use . . . 1/4 to 5 H.P.



## They'll Do It Every Time . . . . By Jimmy Hatlo



## Do You Have 'One Foot In the Door'?

# The First Really New

## EVAPORATIVE CONDENSER

by **KRAMER**

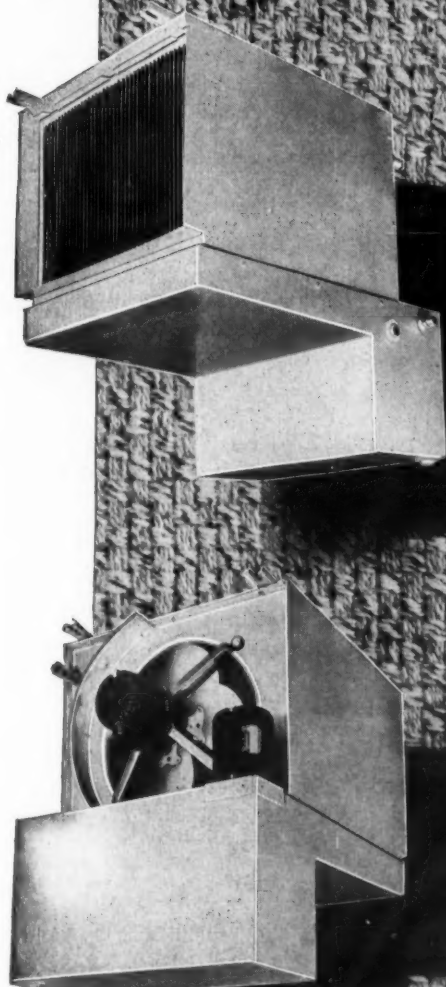
**Opens Many Opportunities in the Small Tonnage Field**

**Featuring . . .**

- Small Capacities—2 to 10 tons
- Single or Multi-Circuits
- Stainless Steel Sump
- Extra Large Water Delivery
- Packless & Greaseless Pump
- Bare Tube Coils
- No Nozzles
- No Belts
- Low Cost
- For Freon, Methyl and Ammonia

WRITE FOR BULLETIN R162B

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Trenton 5, N. J.



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Published Every Monday by BUSINESS NEWS PUBLISHING CO.  
450 W. Fort St., Detroit 26, Mich. Telephone Woodward 2-0924.

Subscription Rates: U. S. and Possessions, Canada, and all countries in the Pan-American Postal Union: \$5.00 per year; 2 years \$8.00. All other foreign countries: \$7.00 per year. Single copy price, 20 cents. Ten or more copies, 15 cents each; 50 or more copies, 10 cents each. Please send remittance with order.

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VOLUME 60, No. 12, SERIAL No. 1,113, JULY 17, 1950

"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

## Dealers: Attention!

### 'Say It with Flowers'

### —And Candy

WITH a "day" for everybody from Mom to Mother-in-law, and with that marvelous slogan: "say it with flowers"—which is one of the best "buy lines" ever devised—the nation's amalgamated florists can preen themselves on being among the most enterprising among all retailers of Unnecessary Purchases.

In 1946, they registered a 400 million dollar volume. In 1947, they bettered that mark. In 1948 and 1949 they topped all previous records. In other words, they're good prospects.

Florists need refrigeration display equipment—not only to keep their salable flowers fresh and enticing—but to merchandise these profitable blooms to unsuspecting customers.

Improved floral display cases *do* sell more flowers. Yet, the great bulk of the nation's florists are still struggling along—trying to conjoin the "ends" of demand and the "exigencies" of profit—with antiquated floral refrigerators.

Exit the stragglers and the strugglers—when good commercial refrigeration dealers go to work on them in earnest.

This manifold market for keyed-to-the-times florist refrigerators is ripe for cultivation by wide-awake commercial refrigeration dealers.

Imaginative promotion of this market, and awakened selling on the part of the better commercial refrigeration dealers in our industry is indicated.

And here's another panting-to-be-awakened Sleeping Beauty for commercial refrigeration dealers: refrigerated display cases for both packaged and bulk candies.

American citizens possess a "sweet tooth" of no mean proportion. It takes thousands upon thousands of confectionery stores (over 40,000 of these are in the class large enough to have soda fountain and lunch facilities), millions of drugstores (an estimated 5% of their total sales are of candy), and many more thousands of department stores, variety stores, supermarkets, and theaters to satisfy our national craving for candy of every variety.

Big problem of all these candy retailers is spoilage and discoloration—which eats heavily into their profits. Refrigerated candy cases are the answer to this worry.

These specialty products make candy retailing an all-year-round business, instead of a troublesome seasonal one.

The market for our industry's newly-devised refrigerated candy cases should easily touch the million-dollar mark during this next year or two—and in the decade of the 1950's, well . . . "the sky is the limit."

Here is a new product that can stand some strong educational work (advertising promotion) by the manufacturer—to both users and dealers.

An intensive but "tailored" sales drive by refrigeration dealer organizations on candy retailers must be sold first to the dealers themselves by manufacturers.

Thereafter, this market should be a sure source of continuing profits to specialty dealers of specialty commercial refrigeration devices, and to the manufacturers as well.



## 'Through-the-Wall' Apartment Building Installation Spurs Builders To Plan Space for Window Units

MIAMI, Fla.—Russ and Dorothy Gray of Miami, Fedders air conditioner distributor here, are a husband-and-wife team who have increased their air conditioning volume over 200% in two years.

With over 40 dealers, and more being added each month—with 60% of their installations in homes where future possibilities of individual units are greatest, especially in the Florida climate—Mrs. Gray takes charge of selling and setting up new dealers, while Russ bosses installations and service.

While the Grays have done about a dozen hotel jobs, his "pet"—and a job which has already shown signs of bringing in many new contracts in rapidly-expanding, tourist-conscious Miami—is a "through-the-wall" installation in the new 60-unit Sandpiper Villas apartment development on swanky Venetian Causeway across Biscayne Bay.

Every bedroom has a two-tone-bronze Fedders unit under the window between the twin beds; and all air conditioning outlets are wired in a separate system with independent fuses and switches.

Mr. Gray feels that the through-the-wall installation of individual room conditioners gives the most finished and streamlined job for a modern home or apartment.

"It looks like part of the building, not an afterthought," he says; "and the added cost is practically nothing in a new structure, and only about \$50 in remodeling. . . . In fact, considering the cutting and welding for installation in steel casement windows, the through-the-wall style is actually cheaper in new construction. In addition it does not block the windows, and provides a handy little built-in 'table' or shelf between the beds."

The Grays were "in" on the Sandpiper Villas job from the start and consulted with the architect and contractor to place the openings to best advantage, for both interior and exterior appearance and utility. Many architects and builders who had previously been rather opposed to individual conditioning units, are now saying, since they have viewed the smooth, finished appearance of the wall-type installation, that they will design no new apartment buildings without giving consideration to this feature.

### LANDLORD'S 'OPTIONAL' PLAN

In another large apartment, where the Grays have cooperated, the builder has adopted an "optional" plan. By leaving the openings in all bedrooms and covering them with louvers, the landlord can thereafter give each tenant the option of enjoying air conditioning at an extra charge of about \$3 a month. In this way the coolers can be shifted from room to room as needed.

The Sandpiper Villas bedrooms are cooled with a ½-hp. Fedders room



OUTSIDE VIEW: Arrows indicate how air conditioners fit right into wall of the fashionable Sandpiper Villas apartment house in Miami. The fact that the "built-in" appearance of the small units in no way detracts from the beauty of the building has convinced other architects and builders to include openings for air conditioners in new construction.

air conditioner or a ½-hp. model, or a combination of units, depending upon the size of the space to be conditioned. The rotatable grille adjustment directs the cooled air at or away from any point desired; and the blower can be used alone for air circulation when no refrigeration is wanted.

Mr. Gray says the installation is very simple, and can be made in a half hour for the old-type of double-hung, up-and-down windows; with the steel casements used in 90% of new Florida construction, two hours are required. The new, elegant, 83-unit Brickel Point apartments have also adopted the wall-opening plan, with louvers for optional installations later.

### RESORTS LIKE IDEA

The Russ and Dorothy Gray company has also been conspicuously successful in selling a dozen resort hotels in the Miami area on the Fedders individual units in the past two years. Latest job is the Traymore on Miami Beach, with 27 units and more to be added later. Others there are the Leamington and Coral Reef, also the Biltmore in Palm Beach, with 50 units.

But Manager Abe Bierbaum, of the Miami Beach Caribbean, is the man who gave the Grays their real start in the hotel field. He had bought 20 units of an old-style room cooler at a distress sale, and had nothing but trouble with them. After he put in a half dozen Fedders units on a trial basis, he installed 63 of them throughout the hotel and has never stopped recommending them to other hotelmen.

While for certain types of installations, central systems have their advocates among the local hotel managers, there are many who believe with Russ Gray that individual units are in many ways more flexible, also quicker and cheaper to install without any tearing out or rebuilding; and cheaper to operate when only part of the rooms are in use, as they often are in a seasonal resort city.

### SYSTEM STAGGERS COST

Furthermore, Mr. Gray advances the argument that while basic costs are about the same, an individual system can be put in "piecemeal," with a few more units added every month to stagger the cost. Some hotels installed them first in the west rooms, the leeward side in Miami, and let the seabreezes cool the east rooms till the increased summer business paid for more units. Air conditioning was previously not needed in the popular Florida winter season; but of late years the influx of Cuban and Latin-American tourists here in the summertime have kept many hotels open on a year-round basis and have greatly stimulated air conditioner sales.

After Mr. Gray installs a room conditioner, he inserts a date card in his file, and then forgets the job until the card comes up in six months. Then he checks and cleans the unit.

For promotion the Grays use exhibits at home and builders' shows, direct mail, and radio and newspaper advertisements. The Fedders cooperative plan calls for \$4 for advertising to be set aside by the factory, \$4 by the distributor, and \$8 by the dealer for every unit sale.

So far Florida is all serviced from the Miami warehouse; but

plans are on foot to rent storage space in Jacksonville and Orlando. The Grays carry a wide line of standard major and minor electrical appliances, but air conditioning furnishes 85% of their gross. They have two sub-distributors: Herman Cook in Orlando and J. Drew Reese in St. Petersburg.

About 40% of their installations are in hotels, apartments, and professional offices, but Mr. Gray thinks that the 60% they now do in homes

will be the big expansion field of the future. He says the small-unit air conditioning industry is now right where the electric refrigerator industry was, say, 20 years ago—just ready to tap a vast market that had been gradually pre-sold, and consumers are only waiting till they can finance the purchases they've already decided to make. Prices have come down by about one third in the past two years; and, barring inflationary factors, can be still further reduced with mass consumption.

The Grays have done a fair business in trade-ins, to help make sales; they rebuild and dispose of them at cost. Rental coolers are a profitable side-line, chiefly used in cases of illness, and the firm keeps about a dozen units out this way; would have more, except that this too ties up a

lot of capital.

Mr. Gray insists there are no technical tricks or "bugs" in his angle of the business, and this he attributes chiefly to the rugged dependability of the Fedders units. Aside from stretching his capital to maintain continuous expansion, his main problem now is to get enough time to talk air conditioning to all the people who want to find out something about it. And even here he is lucky; for Mrs. Gray, whenever not on the road signing and pepping up new dealers, takes up a lot of slack in the office and everywhere.

"That girl is just like my right arm," says Russ Gray, "and, come to think about it, that's just what everyone in the air conditioning business needs—two right arms and twice as many hours in the day!"



INSIDE VIEW: The Fedders window unit, installed through the wall, is positioned between the twin beds of the apartment so that tenants can also use it as a shelf.



NEW...the Service Engineer's GREATEST TIME-SAVER

- Quickest and Easiest Valve to Install!
- Adjust it to required pressure BEFORE or AFTER Installation!
- Remove Strainer without removing Valve from Line

This new A-P Model 204C is the ONLY automatic expansion valve with the quick-adjusting, easy-to-read scale on the adjusting knob. Entirely NEW! You turn the adjusting knob to the exact operating pressure your system needs. Once installed, the 204C holds its pressure setting regardless of varying loads. Extremely small and compact in size, adjustable from 15" to 45 lbs., it also has a large strainer that is removable without disconnecting liquid or suction lines. Nominal capacity is ½ ton Freon 12, ¾ ton Freon 22 or Sulphur, ¾ ton Methyl.

### AUTOMATIC PRODUCTS COMPANY

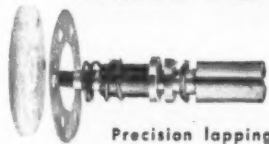
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Use Model 204C for Room Coolers, Refrigerators, Freezers, Beverage Coolers, Water Coolers, and similar units.

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## What's New

### De-Aerated Ice Ribbons Provide Quick Chilling

YORK, Pa.—York Corp., manufacturer of FlakIce machines, has added to its new 1950 model a feature which de-aerates its ice ribbons, according to John R. Hertzler, vice president and general sales manager.

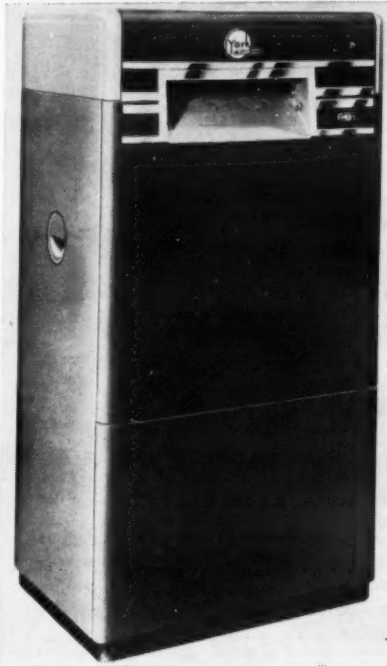
The "de-aerated ice" feature was designed primarily to help keep the "zip" in carbonated beverages, although its translucent appearance makes it ideal for iced vegetable, salad, dessert, and similar displays in stores and restaurants.

It was pointed out that the new model, known as the York DER-11 FlakIce machine, will contain all the features of the DER-10, which has the same capacity, a ton a day.

It is designed to produce the same curved shape ice ribbons for better contact chilling of refrigerated foods.

The curved form of the ice prevents the ribbons from clumping together and because of their greater exposed surface area, this ice provides faster cooling of liquids, Hertzler said. The ribbons are so delicate that they won't bruise or puncture any product they refrigerate. Meltage is retarded because of the shingling action of the overlapping curved FlakIce ribbons.

The model DER-11 is a completely self-contained machine producing up to 2,000 lbs. of FlakIce ribbons a



York DER-11 FlakIce machine.

day, and is designed for use in any establishment requiring as little as 500 lbs. or more of crushed, cracked, or shaved ice daily.

York also manufactures the automatic ice makers which produce clear ice cubes-with-the-holes, and crushed ice. These are for places which use or sell less than 500 lbs. of ice daily.

The cabinet of the new model

FlakIce machine is made of Bonderized steel finished in baked wrinkle taupe and glossy brown. Easily removable panels provide ready access to inside parts. Its compact design requires only 23 by 32 in. of floor space, and permits simplified installation.

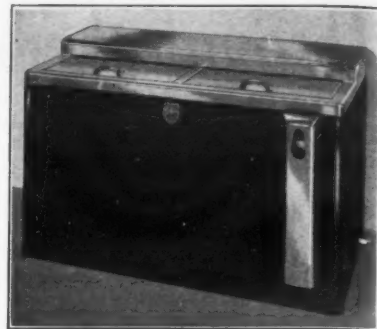
The entire condensing unit is mounted on a spring carriage with flexible refrigerant and water connections to insure quieter operation. "Freon-22" refrigerant is metered by an automatic expansion valve. Shell and fin coil condenser is used.

Ice is frozen on a polished stainless steel revolving drum. The outer shell of this drum is shrunk on a spiral machined passage which forms an efficient refrigerant evaporator.

The float admits fresh water to maintain a proper level in the stainless steel tank. A specially designed pump circulates the water from this tank to two headers which spray it on the freezing drum, resulting in ribbons of clear ice.

Stainless steel cutter blades turning freely above the freezing drum are rotated by the advancing layer of ice. The ice is loosened by these blades and flows out over the ice collecting blade and chute in distinctive ribbon form. Built of stainless steel, the ice collecting blade and chute are rigidized for durability.

Dependable operation is assured by automatic protective devices—high and low pressure cutouts, built-in motor overload protection, mercury tube safety switch, and fusible plug in condenser. This machine has been approved by the Underwriters' Laboratories.



### Flat Top of Bottle Cooler Becomes Counter or Shelf

MILWAUKEE—A new style bottle cooler with a flat top that can serve as a shelf or counter has just been introduced by the Perlick Brass Co. here.

Named the Flat Top, the new model is only 33 in. high and 26 in. wide. Thus it slips under any bar, leaving sufficient space to use the top for the convenient storage of glasses, etc.

Available in three sizes, 4, 6, and 8 ft. long, the manufacturer claims an exceptionally large bottle capacity of 12 cases, 18 cases, and 24 cases of 12-oz. bottles, respectively. All sizes are offered in choice of heavy baked black enamel finish or stainless steel.

Specifications show the Perlick Flat Top bottle coolers to have all-welded construction, with a 22-gauge galvanized inside liner, 3-in. Fiberglas insulation, and an outer shell of 20-gauge electro-coated rustproof steel.

All joints are said to be vapor sealed, and all models have a stainless steel top and stainless steel lids which slide on stainless steel rails. Lids are large to provide easy access, and inside partitions are adjustable.

Modern design eliminates all bolt heads and joints—and all corners are rounded. The unit has nickelplated brass floor drain and plated wire bottom racks, and its heavy duty continuous operating blower type evaporator requires no defrosting. It is equipped with large size stainless cap receiver.

Flat Top coolers are now in production, according to the Perlick Brass Co., and dealers will have them available in July.

### Cream Polishes Porcelain

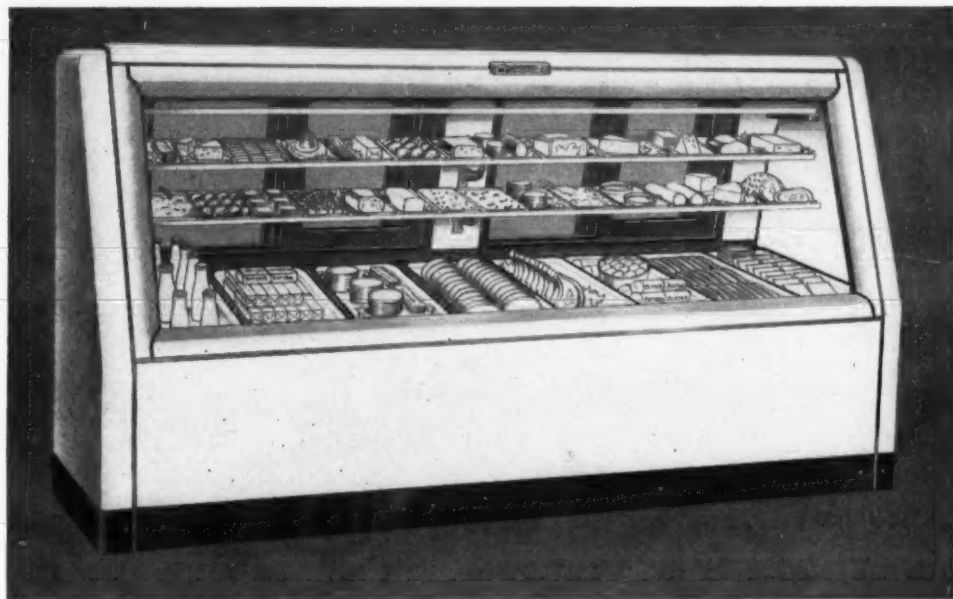
BISMARCK, Ind.—For keeping white goods white and glossy, the Gold Seal Co. here, maker of "Glass Wax," has introduced a new product called "wood cream."

A creamy white emulsion that cleans as it polishes, wood cream is used on woodwork, furniture, porcelain, and other surfaces. It is homogenized, and will not separate.

In addition to removing dirt, grime, and discoloration, wood cream adds a protective luster to the surface cleaned. It leaves no oily film.

Wood cream is applied sparingly with a soft cloth. Gentle rubbing removes dirt and stains. A second clean cloth polishes the surface to a high luster.

## Anything LESS than Pinnacle quality usually costs MORE later!

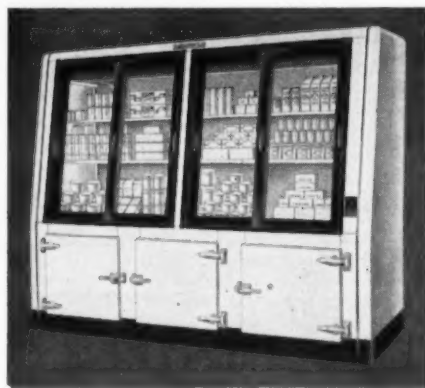


**PINNACLE  
ASSURES LONG,  
DEPENDABLE  
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PROFITABLE  
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Pinnacle's quality line of COMMERCIAL REFRIGERATORS is second to none in its completeness and versatility. Pinnacle's dealers make exceptionally BIG PROFITS, at the same time give customers what they want in design and construction and at competitive prices. LOOK AT THESE OUTSTANDING FEATURES: • All frames constructed of dry No. 1 lumber securely fastened with screws. • Highest quality insulation. • Exteriors of heavy steel covered with two-coat porcelain. • All hardware heavy duty cast brass type. • All wiring approved by Underwriters Laboratories. • Easy (finger-tip) sliding doors. • Adjustable shelves. • Triple, clear vision Thermopane. • Long, satisfactory, economical service.

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- DOUBLE DUTY DISPLAY CASES
- DAIRY, BEVERAGE, VEGETABLE REFRIGERATORS
- DELICATESSEN CASES
- SINGLE DUTY DISPLAY CASES
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## 20-Year Guarantee!

**IN THESE NEW  
HALSTEAD & MITCHELL  
COOLING TOWERS**

Yes... here's 20 years of foolproof performance in an all-around, efficient, economical and lastworthy cooling tower. Halstead & Mitchell's processed wetted deck surface is chemically treated with special Koppers wood—guaranteed 20 years against rotting and proofed against fungi growth. Gravity-type distributing pan eliminates extra pumping head required on spray-type towers, and cuts down windage losses due to atomizing of water. And, it's easily cleaned—accessible thru inlet air side of tower.

*Built like a Battleship*

CAPACITY RANGE:  
5, 7½, 10, 15 and 20 ton.

**HOUSING** — Of heavy 10 gauge (1/4") sheet steel, with 3 coats of Bitumastic lining, and 4 coats of outside special weatherproof paint. No zinc or alloys used, thus eliminating electrolysis or possibility of galvanic action. Electrically welded cabinet.

**FANS & DRIVE** — A quiet-operating high-pressure 8-bladed STAINLESS STEEL fan, and with stainless steel shaft. Chrome-dipped rust-proofed pulleys, ball-bearing grease-sealed fan bearings, cast iron bearing supports.

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## What's New (Cont.)

### Mobile Low-Temp Cabinet Permits Flexible Displays



NEW BEDFORD, Mass. — Many stores with limited space and with tendencies to reshuffle fixtures, will find the Acemobile low temperature display cabinet highly suitable because it can be wheeled anywhere.

The cabinet is mounted on concealed, heavy duty ball bearing rubber wheels which permit it to be moved with practically no effort. The unit is compact, measuring only 58 1/4 in. by 53 in. by 27 in.

Its capacity is 7.5 cu. ft., accommodating 254 frozen food packages or 288 square ice cream pint packages. The top is open, completely revealing the top of the packages in the cabinet.

All four walls and partition are refrigerated with cooling supplied by a heavy duty, 1/3-hp. hermetic unit.

### Revolving Blade Operates Lightweight Hedge Trimmer



WILMETTE, Ill. — A new lightweight, electric hedge and grass trimmer with a revolving "propeller"

blade has been announced by Trimall, Inc., 411 Linden Ave., here.

The unit called the "Trimall" clips 10 times faster than by hand, according to the manufacturer. It is unusually effective in keeping "ball" bushes and curved growths molded, and for clipping the grass near trees, bushes, and flower beds where the lawn mower does not reach. Because leaves and grass are chopped into tiny bits, there are no clippings to rake.

Trimall is made of 95% aluminum, weighs 5 lbs., and is balanced for ease of handling. There are no gears, no oiling is required, and the 14-gauge stainless steel blade requires infrequent sharpening. The blade has a protective guard.

An Underwriter approved 12-ft. cord and plug, which operates on a.c. or d.c. is included. It is powered by a 25 or 60-cycle high speed Universal motor. Retail price is listed at \$34.50.

### Smaller Reco Walk-In Has 'Frosti-Vault' Design

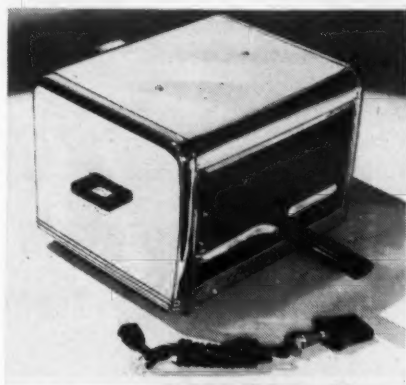


PHILADELPHIA—Reco Products Division of Refrigeration Engineering Corp. here has adapted its low-temperature warehouse "Frosti-Vault" type of construction to a smaller reach-in unit to provide retailers, institutions, and others stocking supplies of frozen foods with a frozen food storage unit.

The new Reco-Fab "Reach-In Frosti-Vault" will hold 1,800 lbs. of frozen foods (225 gals. of ice cream) and may be, if desired, fitted with cold plates to permit part of the unit to be used for food freezing or ice cream hardening.

Reco's low temperature reach-in cabinet incorporates virtually all of the exclusive features of the larger walk-in type "Frosti-Vaults," including Wedglok fasteners on all Metalply models, and double gasketing of each panel.

### Infrared Coils on Broiler Will Sear Meat Instantly



BROOKLYN—Newest product of Prevore Electric Mfg. Corp. here is an infrared oven broiler which is said to sear meats instantly.

Carrying a list price of \$24.95, the broiler is equipped with 125 in. of special infrared coils spaced closely to provide even heat distribution. It measures 14 1/2 in. long by 10 in. high by 12 in. wide over-all.

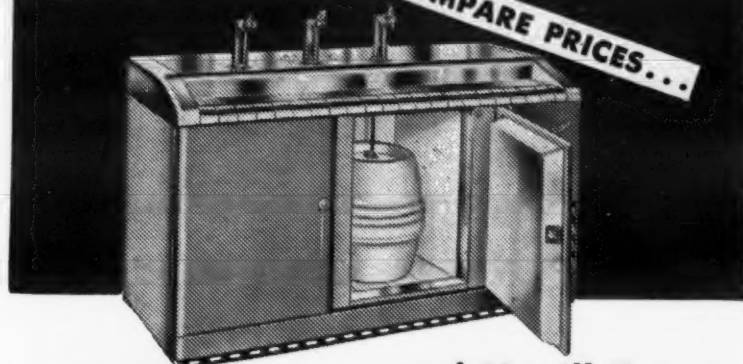
Other features include triple chromium plate on steel with bakelite trim, four heats, four adjustable rack heights, two square black-glazed bricks backed with special insulation, heavy cast-aluminum broiling pan providing 115 1/2 sq. in. of broiling surface, wire grill, and 6-ft. cord set.

It is rated at 13.9 amperes and operates on 110-120 volts a.c. or d.c.

The company is located at Fulton St. and Clinton Ave., Brooklyn, N. Y.

COMPARE POINT FOR POINT...

COMPARE PRICES...



...and You'll Buy a



**Koolmaster**  
KEG COOLER & BEER DISPENSER

The stainless steel top of the Koolmaster contrasts most attractively with the soft brown Dulux long-wearing baked enamel body finish. Other Koolmaster features include:

- New all steel construction throughout.
- New chrome "push-button" door latches.
- "Engineered Cooling" (constant-even-temperature)

- New full length concealed door hinges.
- New five-year warranty plan.
- All stainless steel exterior. (slightly higher price)

Two sizes, two-keg and three-keg sizes are designed with self-contained refrigerating units or for remote installation.

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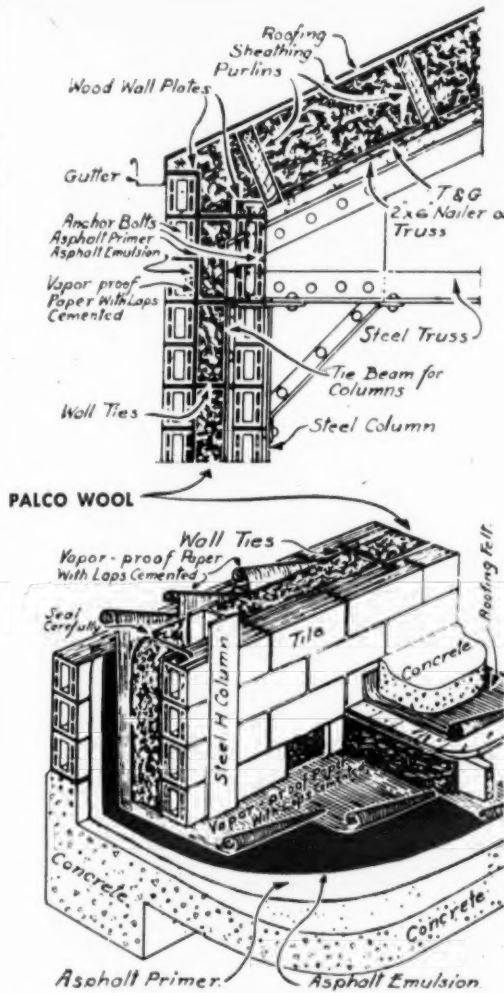
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How to get maximum efficiency with

**PALCO**  
INSULATION  
**WOOL**

### Recommended

**FOR COLD STORAGE, DOUBLE TILE WALL CONSTRUCTION**—Drawings show desirable method of joining floor, wall and roof insulation. Steel "H" columns to support roof trusses are placed at inner curtain wall. Metal wall ties provide lateral support for outer tile wall. Inside face of outer wall should be thoroughly brushed, cleaned, then vapor-proofed with asphalt primer, asphalt emulsion, and vapor-proof paper with 4-inch laps cemented with asphalt emulsion. Vapor-proof paper should be carefully sealed at each wall tie with asphalt emulsion. Note how alternate tile is omitted in bottom course of wall below floor line. PALCO WOOL INSULATION is installed as laying of tile progresses.



**Applied** **FRED FUNK & SON COLD STORAGE BUILDING, BANGOR, MICHIGAN**—Illustrates proper installation methods. High efficiency (thermal conductivity of only .255 B.t.u.) of flame-proofed



PALCO WOOL assures minimum operating cost. It's the ideal insulation for all food storage—odorless, odor proof, moisture resistant. Resilient fibers stay in place, won't deteriorate. Take a tip from leading cold storage experts—insist on PALCO WOOL INSULATION.

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### PROMINENT BRAND COOLING COILS

DECLARED SURPLUS DUE TO CHANGES IN DESIGN OF EQUIPMENT

#### 20—SIX ROW WATER TYPE COOLING COILS

|                                |          |
|--------------------------------|----------|
| LIST PRICE, EACH .....         | \$452.00 |
| REGULAR DISTRIBUTOR PRICE .... | \$290.00 |
| OUR SALE PRICE TO YOU .....    | \$180.00 |

ADDITIONAL DISCOUNT OF 5% ON ORDERS FOR 3 TO 5 COILS IN ONE SHIPMENT. 7% ADDED DISCOUNT ON SIX OR MORE COILS.

#### DESCRIPTION

THESE ARE GUARANTEED TO BE NEW PROMINENT BRAND COILS IN THE ORIGINAL CRATES.

CONSTRUCTION IS OF ALL COPPER FINS SOLDER BONDED TO COPPER TUBES.

FACE AREA—9 SQUARE FEET. TUBE LENGTH—57".

OVERALL DIMENSIONS—65 1/2" LONG, 26 1/2" HIGH, 11 3/4" DEEP.

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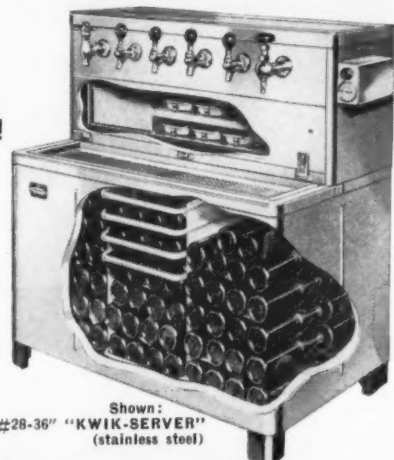


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- ICE CUBES GALORE!
- COLD WATER ON TAP!
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Shown: #28-36 "KWIK-SERVER" (stainless steel)

—ANOTHER FAMOUS KOLD-DRAFT PRODUCT!  
WRITE, WIRE OR CALL FOR FULL DETAILS!

Kold-Draft makes draft beer dispensing systems and bottle coolers.

**KOLD-DRAFT DIVISION**  
Uniflow Manufacturing Company  
Erie, Pennsylvania  
Distributors in most principal cities

Kold-Draft makes ice cube makers and water coolers!



## TROUBLE-FREE

### Across-the-Line Starters

The Bulletin 709 solenoid starter is a favorite for air conditioning and refrigeration because it is good for millions of operations and does its job day in and day out without attention. The double break, silver alloy contacts never require maintenance. There is only one moving part—no trouble-making pins, pivots, hinges, or flexible conductors. Write for information.

ALLEN-BRADLEY COMPANY  
1313 S. First St.,  
Milwaukee 4, Wisconsin

**ALLEN-BRADLEY**  
QUALITY  
**SOLENOID MOTOR CONTROL**



# ANSUL OIL

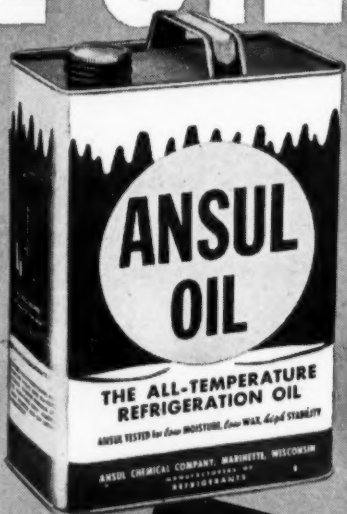
## THE ALL-TEMPERATURE REFRIGERATION OIL

Recommended for air conditioning and refrigeration systems using standard refrigerants.

ANSUL OIL is an ALL-Temperature Refrigeration Oil which conforms to the rigid wax-free specifications established by Research. It will not separate wax when mixed with a refrigerant (under specified conditions) and subjected to temperatures as low as SEVENTY DEGREES BELOW ZERO (Fahrenheit).

ANSUL OIL has been machine tested for lubrication and wax-free characteristics in both high and low temperature installations. It is absolutely uniform... maintains high stability and has a low oxidation rate. It has proved suitable for ALL refrigerating systems using any of the standard refrigerants.

Ansul Research was first to recognize the problems resulting from low-temperature wax separation in oil-refrigerant mixtures. It realized the critical need for an oil which would not only lubricate and protect moving parts but would also eliminate the persistent troubles which were traced to wax-separation from oil-refrigerant mixtures.



**ANSUL TESTED FOR**  
✓ LOW MOISTURE  
✓ LOW WAX  
✓ HIGH STABILITY

ANSUL 150 OIL—The All-Temperature Refrigeration Oil—Is sold by leading refrigeration wholesalers everywhere. (If you require a higher viscosity oil ask for ANSUL 300.)

**ANSUL CHEMICAL COMPANY**  
REFRIGERATION DIVISION, MARINETTE, WISCONSIN  
ANSUL SULFUR DIOXIDE, ANSUL METHYL CHLORIDE, ANSUL OIL, KINETIC'S "FREONS"

## Refrigeration Problems

### and their Solutions

by Paul Reed

For Service and Installation Engineers



Paul Reed

## Use of Desiccants In Refrigeration System

Before we study the type of desiccants and how they behave toward moisture, we should study how moisture gets into a refrigerating system.

Sometimes we use the term "moisture," and sometimes we refer to "water." In general, the two terms, moisture and water, refer to the same thing, for moisture is water and vice versa.

However, when we say "water" we are usually thinking of it in good-sized amounts, and usually we think of it in liquid form. When we say "moisture" we are usually thinking of it in rather small amounts; also we usually visualize moisture as being in vapor form, or at least in small droplets.

### HOW MUCH IS TOO MUCH MOISTURE?

As mentioned previously, the amount of moisture in a refrigerating system that may give trouble from freeze-ups varies according to the evaporator temperature—the colder the evaporator the smaller is the amount of moisture that the system can have without freeze-up trouble.

It is probably affected also by the amount of oil the refrigerant has in solution. To the best of our knowledge, there is no published information on this, but it is generally thought that the presence of oil has a tendency to allow the refrigerant to contain somewhat more moisture than if the refrigerant were free of oil. The difference is probably small, perhaps so small that for ordinary purposes, this effect may be neglected.

Fig. 1 shows the amounts of moisture that can be held by "Freon-12" (without any oil in it) at various temperatures. If the "Freon-12" contains very little if any, more than these amounts of moisture, the system is very liable to give freeze-up trouble. These are the amounts at which freeze-up troubles are very likely to occur.

Table 1 shows a few typical applications using "Freon-12" as the refrigerant, with the evaporator temperatures and the amounts of moisture above which freeze-up troubles are definitely probable.

Table 1

| Type of Application                 | Evap. Temp. °F. | Moisture Satura. In p.p.m. |
|-------------------------------------|-----------------|----------------------------|
| Sharp Freezer .....                 | -30             | 2                          |
| Home Freezer or Ice Cream Cabinet.. | -15             | 4                          |
| Household Refrigerator              | 15              | 14                         |
| Market Cooler .....                 | 25              | 20                         |
| Air Conditioner .....               | 45              | 37                         |

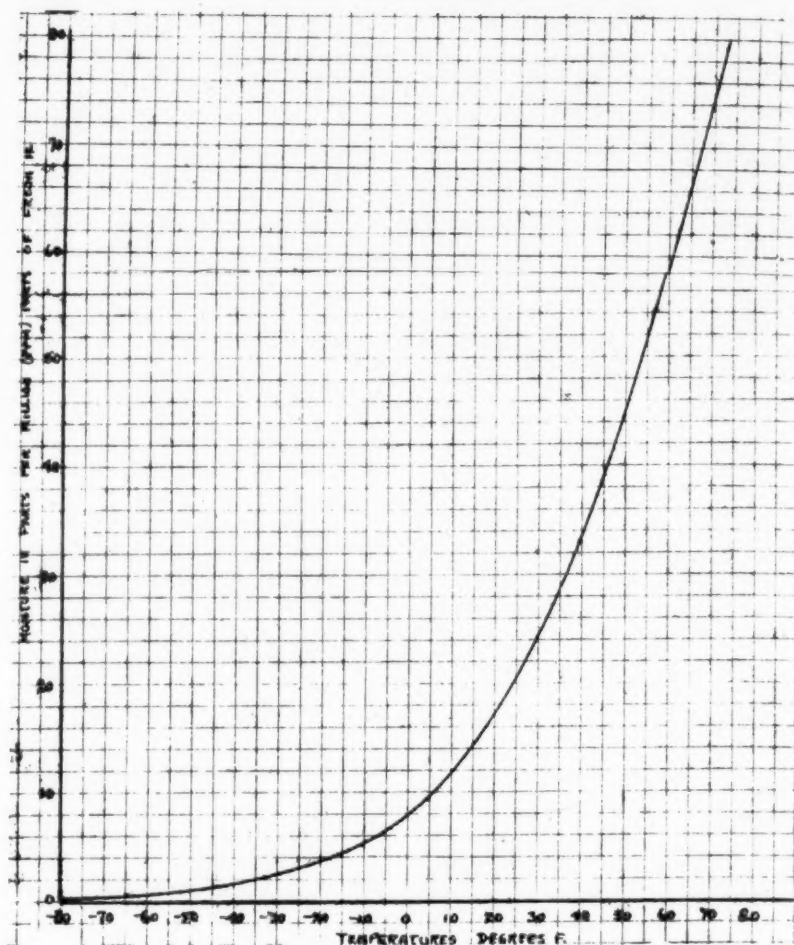


Fig. 1—Graph shows maximum solubility of water in "Freon-12."

The amount of moisture that is permissible, as shown in the chart in Fig. 1 and in Table 1, is so extremely small that it is not convenient to show it in per cent, but is shown in parts of moisture in a million parts of "Freon-12," by weight.

One part per million equals .0001 per cent or one-tenth thousandth of one per cent. This is equal to .0016% of an ounce of moisture to a pound of refrigerant. An ounce of water equals 480 drops, so 1 p.p.m. equals .00768 or  $\frac{1}{130}$  of a drop. Four p.p.m., which is enough to saturate a pound of "Freon-12" in an ice cream cabinet or home freezer, is therefore only  $\frac{1}{32}$  of a drop of water. If the charge of "Freon-12" were about three pounds, then any moisture over about  $\frac{1}{40}$  of a drop in the system would exist as free water and would probably give freeze-up trouble.

So we can begin to see that when we say that a "Freon-12" system must be dry we really mean DRY. The amount of moisture that can be tolerated is so extremely minute that we cannot even visualize it.

It would be rare indeed to find a system so wet that water existed in a layer or even in drops in the refrigerant or on top of the refrigerant in the receiver as it is sometimes imagined. A system that wet should be blown out, dried out, and recharged, for its moisture content would be far above the corrosion limit.

(To Be Continued)

The Only Product That  
**DESTROYS WATER**  
... and Reaches  
**ALL of it.**  
**THAWZONE**  
LIQUID DRIER

## NEW-AMAZING time and money SAVER!

Handy Expando Tube End Expander Eliminates Coupling and Reduces Soldering Time

At last! Here's a new method of connecting copper, aluminum and steel tubing. Not only does it cut time and material costs, but it eliminates the coupling which requires fitting and cleaning. A few easy turns of Expando's handle and it quickly expands the tube's end so that it fits within .002 of an inch... and easily slips over the end of the connecting tube. Think of it! One soldering... no coupling... a real time and money saver! Handles tube sizes  $\frac{3}{8}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$  and  $\frac{1}{4}$ . Immediate Delivery!

**Attention!**  
JOBBER — SALESMEN  
There are a few territories still available. Inquire about yours now! Leads furnished!

Write Dept. AC7

**KNUTH ENGINEERING COMPANY**  
2617 No. St. Louis Ave., Chicago 47, Illinois



Serving THE REFRIGERATION INDUSTRY Since 1919

### Specify Acme For Top Performance

FREON SHELL AND TUBE CONDENSERS  
DRY-EX WATER CHILLERS  
HI-PEAK WATER COOLERS  
FREON SHELL AND COIL CONDENSERS  
HEAT EXCHANGERS OIL SEPARATORS  
INDUCED DRAFT COOLING TOWERS\*  
EVAPORATIVE CONDENSERS  
LIQUID RECEIVERS  
BLO-COLD INDUSTRIAL UNIT COOLERS  
PIPE AND FIN COILS  
AMMONIA CONDENSERS

\* A new Acme product with outstanding features. Write for Catalog No. 40.

Write for free catalog on any of the above items

ACME INDUSTRIES Inc.  
JACKSON • MICHIGAN

Representatives in principal cities



## The Problem:

### Controlling Relative Humidity In Refrigerated Room

#### What's Been Said In the NEWS Before on This Subject

The problem of providing exacting control over both humidity and temperature, particularly at lower temperatures, is an important one, judging by the interest NEWS readers have evinced in the subject.

It was in the March 6 issue that appeared W. E. Garner's letter requesting suggestions on maintaining two rooms at 38° F. with the relative humidity at 50,

60, 70, 80, or 90%. In offering a solution to this problem, James J. LaSalvia, veteran air conditioning engineer and author of the "Key to Air Conditioning" series which is made available in book form, suggested that either a room within a room be employed or that a humidifier and heating coils be added, reheat to be accomplished by steam or electric strip heaters.

Further discussion and amplification of the same subject appeared in the May 29 NEWS when LeRoy Williamson of Portland, Ore., wrote in to LaSalvia for additional data.

More comments and information pertinent to the subject have come in from Leonard N. Fox of Pasadena, Calif., who cites 13 "essentials" that he considers necessary.

## Another Solution:

### 13 Essentials Listed for Holding 38° F., 40-50% R. H.

Pasadena, Calif.

Editor:

Having had experience with such problems this letter will set forth the essentials necessary to operate a room at 38° F. and 40% or 50% relative humidity. All of the things listed here are very necessary but time does not permit an explanation. Such an explanation would require a volume.

- (1) Reduce all moisture sources to a minimum.
- (2) Select condensing unit to handle load with a 0° F. suction at 18 hours operation.
- (3) Have special coil manufactured with 1/4-in. fin spacing that will balance the condensing unit at 8° suction and 30° t.d. Low air velocity. Install louvers on coil to adjust air flow.
- (4) Install reheat heaters in front of the coil in the air stream equal to or just slightly less than the unit capacity at the operating condition.

(5) Solder a tube to one of the lower center tubes on the bottom of the blower coil into which is inserted a small cartridge heater. (50 watt ample for small jobs).

(6) Arrange drain pan for quick and thorough draining to the outside.

(7) Control the condensing unit with a cooling thermostat and a humidistat in parallel through a double throw relay.

(8) Control the reheat heaters with a heating thermostat set to cut in 2° below the cut out of the cooling thermostat and take the power source off the unit relay so that the heaters are parallel with the condensing unit.

(9) Connect the coil defrost heater to the normally closed point of the double acting relay.

(10) Connect the fan to remote bulb reverse acting thermostat (open on rise) set to cut off at the desired room dewpoint and to cut in a few degrees below room dewpoint. At-

tach bulb to tube of blower coil.

(11) If defrost control is necessary make special defrost control from pressure control with a wide differential and attach bulb to lower part of coil. Series defrost control and high and low pressure cut outs with cooling thermostat and humidistat.

(12) If defrost action causes too great a crankcase pressure rise or if rise is undesirable, use a magnetic stop valve in the suction line and install a reverse flow check valve from the evaporator to the liquid line bypassing the expansion valve as a pressure safety.

(13) Use bottom feed on coil.

There may be other ways of skinning this cat but few and far between; it is a tricky one so be careful.

This is no job for an amateur.

LEONARD N. FOX

#### George Linskie Co. Opens as Dallas Air Conditioning Firm

DALLAS—The George Linskie Co., Inc., an air conditioning firm, was opened here recently by George A. Linskie who has been in the air conditioning field since 1938.

Offices for the new company are located at 2608-A Inwood Rd. It will engage in mechanical contracting work.

Linskie entered the air conditioning field with General Motors Corp. in Detroit.

#### Southern Apparel Firm's Plan For Expansion Includes Cooling

COLUMBIA, S. C.—Capital City Mfg. Co. here manufacturer of women's apparel, will occupy an additional 15,000 sq. ft. of floor space and will increase employment between 75 and 100%.

Air conditioning equipment will be installed in the plant as part of the expansion program. The latter will give the firm approximately 47,000 sq. ft. of working space and about 400 employees.

## Need Seen for 'Diplomacy' In Handling Office Bldg. Air Cooling Installations

SEATTLE—Air conditioning installations in office buildings must be "tailored to fit," and operating engineers should be diplomatic, J. Donald Kroeker, consulting engineer of Portland, Ore., told delegates attending the recent 43rd annual convention of the National Association of Building Owners and Managers.

Kroeker, guest speaker at the third business session of the skyscraper organization, discussed the factors to be considered in adding equipment for summer air conditioning to existing office buildings already provided with satisfactory heating. Kroeker is well known in engineering circles as the designer of the two largest heat pump or reverse refrigeration cycle heating systems in the United States.

The speaker stressed the importance of careful selection of operating personnel, as well as of equipment and system, "since it is representative of a continuing cost and since the character of the operating personnel may have a very definite influence on the amount of continuing cost."

An operating engineer should be selected on the basis of alertness, mental adaptability to new ideas, and permanence, Kroeker said. In addition, he should be a diplomat.

#### 5% ARE NOT 'AVERAGE'

It is possible to provide indoor conditions that will be acceptable to about 95% of the average tenants, but not to 100%, he pointed out. To deal with the 5% who are not average, the operating engineer needs some of the qualities possessed by a diplomat.

"It is now the consensus of engineers that a year-round indoor temperature of 74 or 75°, with air motion of 10 to 25 f.p.m. velocity, and relative humidity ranging between 30 and 50%, is acceptable and proper for both winter and summer conditions," Kroeker stated.

In determining whether air conditioning should be installed, such factors as arrangement of space, climate, and public demand need to be considered, he pointed out.

Regardless of climate, air conditioning may be required in deep space, where natural circulation is lacking, and in stores and offices on lower floors, where heat is intensified owing to lights, people, or machinery, according to the speaker.

"Dry bulb temperature as read on an ordinary thermometer is not a criterion, since comfort is affected very considerably by humidity," he

explained. "A better criterion may be given in terms of dewpoint temperature or wet bulb temperature," as recorded by weather bureau stations. "Generally, where the wet bulb temperature occurring annually exceeds 65° F., air conditioning of office space becomes desirable and must be expected eventually."

Among various types of air conditioning applications that might be considered for existing buildings, Kroeker named: central duct systems with or without individual controls; central cooling stations with individual room units, receiving chilled water, or low or high pressure pre-conditioned and dehumidified air; and self-contained units.

Though a central duct system is difficult to arrange in an existing building owing to space requirements, it can be provided in many cases, he said.

#### HORIZONTAL DUCT LAYOUT

"The most adaptable usually is a horizontal duct system in a corridor with a lowered ceiling, the duct system being supplied with conditioned air from a unit located on the same floor in an existing room, a stair hall, or even exterior to the building in a shaft, which may be fed by chilled water from water chilling equipment located usually in the basement or on the roof," he explained.

The speaker pointed out that individual room units, supplied either by chilled water or by pre-conditioned air, offer greater flexibility in their application to existing buildings.

For conditioning only a part of an office building, he said, it may prove economically expedient to install a self-contained unit, with refrigerant compressors, coils, filters, and fans built into it.

Complete analysis of the building to be air conditioned is required to determine the most suitable type of equipment for that particular building, Kroeker emphasized.

Deploping the economic waste resulting from the lack of recovery of the heat withdrawn by virtually all the extensive air conditioning systems in use today, Kroeker pointed out that a properly designed system can make use of the waste heat. A reverse cycle refrigeration or heat pump system permits the ultimate in recovery, but other types of applications also should find it possible to recover some or most of the by-product heat economically, in his opinion.

## SCHNACKE COMPRESSORS AND CONDENSING UNITS with THERMATROL

- maintains  
EVEN  
Evaporator  
Temperature

Thermatrol is the most efficient, least expensive and simplest type of capacity control available. Reduces in a gradual curve—not in steps, and eliminates unnecessary cycling.

Schnacke advance engineered compressors feature: refrigerant cooled, replaceable cylinder sleeves, balanced forged crankshafts, positive forced feed lubrication, efficient suction and discharge valves, insert automotive type bearings, etc. High efficiency and trouble-free operation with little vibration assure satisfaction. Thousands of

discriminating engineers and users the world over are convinced of Schnacke quality through proven performance.

Schnacke Compressor Units range from 5 H.P. to 50 H.P. and Condensing Units from 5 H.P. to 25 H.P. Write for further information.

1016 E. COLUMBIAS

**SCHNACKE, INC.**

EVANSVILLE, IND.

## "TAILOR-MADE" COOLING ROOMS AT "READY-MADE" PRICES

Bromann makes it easy for you to give your customers custom built cooling rooms at low cost. Simply send in a rough sketch and dimensions. You will promptly receive a complete drawing with a quotation that assures economy to your customer and a profit to you. No obligation for this service. Bromann facilities, skill and experience guarantee quality work. Send your sketch and dimensions today.

We Do Not Sell Direct

**ALBERT H. BROMANN Jr., Inc.**  
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(Chicago Suburb) ILLINOIS

Complete Special  
Cooling Rooms for

Meat Markets  
Grocers  
Florists  
Beer Retailers  
Hospitals  
Hotels  
and Others

## You get a clean, free flow of refrigerant with accessories by SUPERIOR



You'll find that Superior Driers and Heat Exchangers will give you greater performance in every job. Driers—available refillable and non-refillable—filter your refrigerant clean for maximum efficiency. Heat Exchangers increase capacity and reduce running time on every size installation. For information on these and many other quality Superior accessories, write us today for catalog R3.

See your local wholesaler for all your accessories.

**Superior valve and fittings co.**

Pittsburgh 26, Pa.





## Text of Ad Standards Issued by N. Y. Better Business Bureau

To set up standards for the guidance of New York dealers in their advertising, selling, and servicing of radios, television, and home appliances, the Better Business Bureau of New York City recently issued a new code of standards, part of which is published on these two pages. As reported in the July 10 issue of the NEWS, the standards were developed by the bureau in cooperation with other groups to help stamp out evils currently being practiced by a minority of stores, particularly in the television field.

### Standards for the Advertising and Selling of Radios, Television Receivers and Service, and Home Appliances

#### PART I

This section applies generally to radios, television receivers, television service, and home appliances. It also applies to furniture, floor coverings, and other home furnishings.

#### 1. PURPOSE

The intent of these standards is to encourage and preserve dependability in advertising and in the selling of merchandise and services. They apply equally to advertisements in newspapers, on television, radio broadcasting, direct by mail, window displays, counter cards, tags, and to advertising promotion in whatever form. It is neither feasible to cover, nor practical to attempt to anticipate, every detail of practices by specific rule. It is the spirit of these standards, not limited by their scope, that advertisements and accompanying practices of advertisers must be accurate, fair, and truthful with respect to consumers and competitors alike.

#### 2. UNFAIR COMPETITIVE CLAIMS

Statements which disparage or attack, directly or by implication, the merchandise, prices, or services of competitors, or which are otherwise unfair, must not be used.

#### 3. LAYOUT

An advertisement must not be so constructed as to give the impression that the price or terms of featured merchandise apply to other merchandise in the advertisement, which such is not the fact. An advertisement must not be used which features merchandise at a price or terms boldly displayed, together with illustrations of higher-priced merchandise, so arranged as to give the impression that the lower price or more favorable terms apply to the other merchandise, when such is not the fact.

#### 4. HEADLINES

Headings shall be free from exaggeration or deception and must not refer to higher-price merchandise or to a different grade or brand than the item or items illustrated or listed immediately there-

with. Headings and captions must conform with the description in the text.

#### 5. ASTERISK

The "Asterisk" or any other reference symbol must not be used as a method of qualification of any description or in applying any provisions of these standards.

#### 6. "BAIT" OFFERS

Offers wherein the prospective customer is denied fair opportunity to purchase must not be used.

#### 7. "FREE" OFFERS

The term "Free" or "Gratis" or "Gift" or similar expressions connoting "without cost or obligation" or "gratuitous" must not be used when the offer of an article or service is dependent upon the purchase of other merchandise or services. The expression "included with" is acceptable.

#### 8. "TWO FOR ONE" SALES, ETC.

Advertisements offering "Two Articles for the Price of One," "1½ Sales," "9¢ Sales," etc., must not be used.

#### 9. HALF-PRICE DAYS, ETC.

Advertisements describing sales as "Half-Price Days," "Half-Price Weeks," or other periods of time, must not be used.

#### 10. PRICE REDUCTIONS

All advertisements offering merchandise at half price or other reductions should specify the merchandise so offered and not imply that all merchandise in the store or any department thereof, is available at half price or other featured reductions, if such is not a fact. This also applies to services.

#### 11. CONDITIONAL OFFERS

Offers at special prices conditioned upon the purchase of other merchandise or services must not be used.

#### 12. PRICES AND DESCRIPTIONS

Prices and descriptions of articles or groups of articles advertised should appear directly above, below, or alongside the illustration. When merchandise "other than that illustrated" is priced or described, such description should not precede that of the illustrated merchandise.

dis. In offering savings on illustrated merchandise, the word or words describing this, such as "save," "savings," "off," "reduction," shall be so placed with relation to the amount of dollar-saving and of such size as to eliminate any possible impression that the amount of dollar-saving is the price of the advertised merchandise. When given, the price of merchandise which is illustrated must be set in larger type than the price of similar merchandise which is listed but not illustrated.

#### 13. FORMER PRICE RANGES

If merchandise is grouped or reduced for sale at one price, both the minimum as well as the maximum former prices must be stated when price comparisons are advertised, and not less than 10% of the merchandise included in the offering must be of the maximum former value indicated. Otherwise the quantity at each former price must be listed.

#### 14. ILLUSTRATIONS

Illustrations of advertised merchandise should conform without exaggeration or essential difference to the appearance of the merchandise actually on sale. If the quantity of any illustrated article is limited, the number available must be stated under or adjacent to the illustration. If an illustration represents only one of many items included in an advertised offer, that fact must be clearly stated. Example: "Set (or article) illustrated represents one of the sets (articles) offered in this sale."

#### 15. DURATION OF SALE

Unless advertised to the contrary (by stating quantity or length of sale) merchandise should be on sale at sale prices for at least two days, excluding Sundays and other days when the store is closed.

#### 16. QUANTITY

Merchandise when advertised should be on hand or available in sufficient quantities to supply a reasonable demand. If all the advertised merchandise is not on sale in all the stores owned by the advertiser, the copy should plainly state at which stores it is on display. Advertisements should not be published unless it is certain that the merchandise offered is on display.

#### 17. WINDOW DISPLAYS

All merchandise featured in window displays should be immediately available to potential purchasers at the prices and on the terms featured in connection with such display.

#### 18. METAL FINISHES

Furniture, accessories, appliances, or other articles should not be designated as "Chrome," "Chromium," "Nickel," etc., to indicate the finish. At present chromium is used commercially for plating only. Nickel plating should not be confused with chromium plating. Examples of proper usage when such plating or finishes have been applied: "Chrome finished," "Chromium-plated," "Nickel-plated," etc.

#### 19. CUSTOM MADE

Such terms as "Custom Made," "Custom Built," or the word "Custom," alone or in conjunction with any other word, should refer only to merchandise actually made upon the order and to the specifications of the individual customer and not to ready-made merchandise. The customer is understood to mean the consumer or ultimate user. The word "Custom," alone or in conjunction with other words such as "Custom Group," "Made the Custom Way," "Custom Grade," etc., should not be used as indicative of quality. This rule does not preclude the use of such terms as "Covered to Your Order," "Made to Fit," etc., when the indicated privileges are in fact accorded.

#### 20. TRADE-IN ALLOWANCE

Any trade-in allowance must be an amount deducted from the advertiser's current selling price of the offered merchandise when sold without a trade-in. A general trade-in offer must apply to

all merchandise including the articles advertised. A specific trade-in offer, applying only to certain merchandise, must explicitly state to which merchandise the offer applies. Any specific trade-in offer used in conjunction with illustrated merchandise must apply to all merchandise featured in the advertisement. The minimum price of the merchandise on which a quoted amount of trade-in allowance applies must be stated in conspicuous type and adjacent to the trade-in allowance. If the amount of a trade-in allowance is mentioned it must be specific. . . a range of trade-in prices (including "up to" offers) must not be used. The gross price of illustrated items must be set in type as large as that designating the amount of the trade-in allowance. The gross and trade-in prices must be set in a type size not less than one-half as large as that of the net price quotation (after deducting the trade-in allowance). Price cuts by a manufacturer or supplier should not be included in any quoted trade-in allowance.

#### 21. GUARANTEES

The word "guarantee," without explanation, is meaningless. If reference is made to a guarantee or a warranty in an advertisement, the exact terms and duration of it shall be stated, in readable type. There should be no statement or implication in a heading or caption that a guarantee or warranty is greater or other than it actually is. If there are any conditions which would require a charge during the life of a guarantee, these should be fully described in any advertisement. If guarantees are those of manufacturers or suppliers, such fact shall be stated, otherwise merchants giving such guarantees shall accept full responsibility for adjustment under them. If a dealer or distributor gives a guarantee or warranty greater than that given by the manufacturer, it should be stated that such featured guarantee is that of the dealer or distributor and not that of the manufacturer.

#### 22. "MONEY BACK GUARANTEED"

"Money back guaranteed," or phrases of similar meaning, should be used only where a cash refund in full will be made without any form of deduction and without any qualification. "Unconditionally guaranteed" or "fully guaranteed" should also mean full refund, at any time, for any reason.

#### 23. TRIAL OFFERS

All "trial offers" shall clearly state the time limitation thereof. "Free trial" offers should be used only to mean that there is no obligation upon the customer; that such merchandise may be obtained without cost, deposit, or other purchase and may be returned within the specified time without cost or other obligation. If other than a "free trial" offer is made, the conditions of the offer should be plainly stated. A home demonstration, in which an article is not left in the home for trial purposes, should not be described as a "trial offer."

#### 24. PRIZE CONTESTS

It is recommended that prize contests not be used because such contests even when truthfully advertised have caused much dissatisfaction among contestants and loss of goodwill. If such contests are used, the advertiser must eliminate the elements of lottery, and avoid all misleading or incomplete statements, claims, or representation which may be confusing to the reader. The advertiser must not use the term "Free" unless the prizes are completely free, and he must publish plain, simple, and complete rules and provide competent and impartial judges to decide the winners of the contest.

#### 25. CONTEST PRIZES

Credit checks, credit coupons, etc., as contest prizes or gratuities shall not be

used if the redemption of such gratuities, either in merchandise or cash, is dependent upon the purchase of additional merchandise or upon any conditional transaction. Such gratuities shall be given only when they involve no obligation upon the part of the recipient other than calling at the store for redemption.

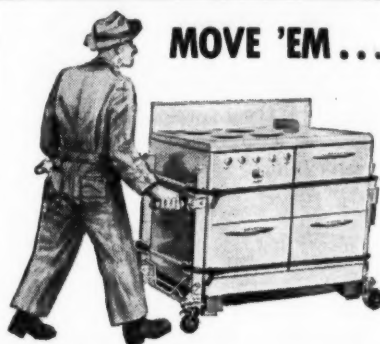
#### 26. LIQUIDATION AND GOING OUT OF BUSINESS SALES

Special "Sales" of merchandise featured with a declared purpose in such a manner as to reasonably convey to the public that upon the disposal of the stock of goods on hand, the business will cease and be discontinued, shall not be carried on unless the implied purpose is a fact. Such sales shall include "fire sale," "adjustment sale," "creditor's sale," "trustee's sale," "liquidation sale," "reorganization sale," "alteration sale," "executor's sale," "administrator's sale," "insolvent sale," "insurance salvage sale," "mortgage sale," "assignee's sale," "adjudicator's sale," "receiver's sale," "loss of lease sale," "wholesaler's closeout sale," "creditor's committee sale," "forced out of business sale," "removal sale," and sales of similar character.

A license for such sales must be secured in accordance with Chapter 14, Article 25 of the Code of Ordinances of the City of New York, from the Commissioner of Licenses. Any advertisement of such sale should give the license number. Exemptions are provided in the law to persons acting pursuant to an order of process of a court of competent jurisdiction; to persons acting in accordance with their powers and duties as public officers and duly licensed auctioneers selling at auction.

Advertisements should not feature the connection of an auctioneer with any sale unless the stock is actually being offered at auction.

(Concluded on next page)



Easily, Safely, Quickly

### with ROLL-OR-KARI DUAL TRUCKS

Handling stoves, refrigerators, freezers and other heavy, awkward loads is a cinch with Roll-Or-Kari Dual Trucks. Adjustable to any size load, Roll-Or-Kari Trucks with the patented Step-On-Lift and Web Lock and Tightener are easy to attach and easy to roll. Foot lever on each truck raises truck to rolling position. Folding handles. Capacity 1,000 lbs. Shipping weight 40 lbs.

Be thrifty in 'Fifty—Roll-Or-Kari Dual Trucks are your insurance against time losses and breakage losses. Write today for full information. Dept. A.

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MANUFACTURERS  
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## CASH FOR INVENTORIES!

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Your Surplus Refrigeration Stock  
Parts • Units • Assembled Appliances

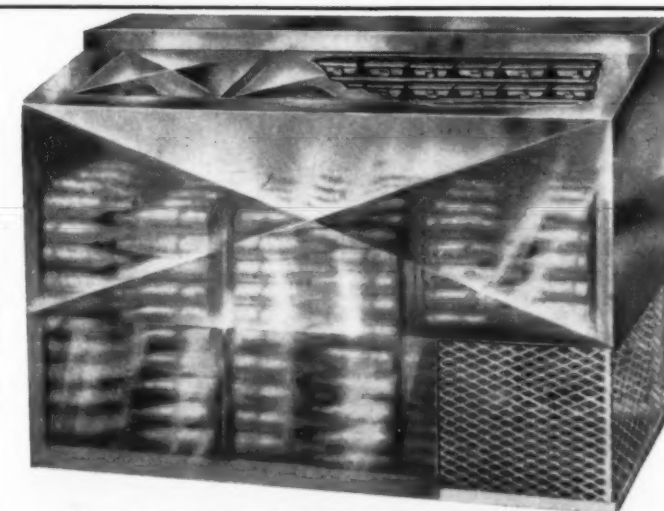
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**Flocold** Stainless Steel

### DRINKMASTER

252 ICE CUBES—300 COLD (12 OZ.) BOTTLES.

All within easy reach thru three slide back doors.

POWERED BY SERVEL SUPERMETIC  
WITH FIVE YEAR WARRANTY.

DEALER'S NET \$337.25 FOB FACTORY.

4 ft. lg. 27" w. 38" High. Shipping wt. 400 lbs.

"A CASE OF COOL JUDGMENT"

Mfd. by **UNITED FRIGUATOR ENGRS.** MENOMINEE, MICHIGAN.



just plug in!

NO PLUMBING  
NO GADGETS

The new BTC Rapid Freeze Ice-Cube Maker that brings you the most advanced improvements in refrigeration history.



#### FEATURING

- Exclusive "Outside Entrance" Cube Storage Compartment.
- 24 quick release trays. 288 lbs. of ice . . . or 2300 cubes per day.
- Aligns with all under-bar fixtures.
- Overall dimensions are, 24" deep, 39" high, and 38" wide.



OUTSIDE ENTRANCE



24 QUICK RELEASE TRAYS

MGRS. REPRESENTATIVE: **REFRIGERATED EQUIPMENT SALES CORP.**  
19 West 44th Street, New York 18, N. Y.

MANUFACTURED BY **The BREWER-TITCHENER CORP.,** BINGHAMTON, N. Y.

SEND FOR ILLUSTRATED LITERATURE



## Text of Ad Standards

(Concluded from preceding page)

### IMPERFECT MERCHANDISE

Seconds, irregulars, imperfect, shop-worn, factory rejects, or damaged merchandise must be plainly described as such, in type as large as any other description in the particular offer.

### USED MERCHANDISE

Second-hand, bring back, or repossessed goods are offered, the word "used" or "second-hand," or "rebuilt" or "reconditioned," as the case may be, must appear prominently in the heading of the advertisement. No comparative prices may be stated in connection with such merchandise. Where new and used or repossessed merchandise is advertised in the same type or copy, the used merchandise must be segregated from the new merchandise by the word "used" or "second-hand" and must appear prominently as a head of the group of offerings, or the word "used" must follow each individual item which is in fact used or repossessed.

### FLOOR SAMPLES

This term must not be used to describe used or repossessed merchandise. The merchandise offered for sale must actually have been floor samples.

### "FACTORY TO YOU," ETC.

General terms such as "Factory to you," "Direct to Consumer," "Buy from the Manufacturer," or phrases of similar meaning must not be used unless the seller is actually the maker or producer of all the merchandise advertised and on sale on the premises. If the advertiser is the producer of a specific article or articles offered, any slogans or statements must be such as not to imply that he is the manufacturer of all the merchandise on sale on the premises when such is not a fact.

A wholesaler or jobber is one who sells to the trade for resale. Any implication in the advertising copy or in the sales methods used by a concern that it is a manufacturer, jobber, or is not doing a retail business, or is selling at a factory or wholesale price, when such is not the case, must not be used.

### CREDIT AND CREDIT CHARGES OPEN ACCOUNT

General statements inviting the opening of charge accounts or similar offers requiring payment in full within and not to exceed 90 days are generally considered

to be the equivalent of cash and it is permissible to use a phrase such as "No carrying charge," or phrases of similar import, in connection with such general statements, when such is the fact. This shall not apply to transactions where specific weekly or other periodic payments are required in liquidating short term accounts making such transactions, in fact, instalment accounts.

### EXTENDED CREDIT

The public accepts the fact that in the sale of merchandise on an extended payment or instalment plan, there must be an extra cost involved. To conceal such costs by including them in the selling price deprives the purchaser of the opportunity of knowing the cost of the privilege of making deferred payments. Advertisements, therefore, featuring such deferred payment plans must not state that there is "No extra charge for credit," "No budget charge," "No carrying charge," "Cash or credit—same price," or other phrases of similar meaning, even though the price of such merchandise is the same for either cash or credit. If the advertised price includes the cost of carrying the account, then the amount of any discount or reduction which will be granted if purchased for cash must be plainly stated. If credit service or carrying charges are featured, they should not be called "interest" or "finance charges," or any other term which might imply only a charge for the use of money, when such charges also include other elements of expense incidental to the opening and/or handling of an account. It is recommended that the expression "Credit service charge" be used to describe such all inclusive charges for credit.

A general invitation to open a deferred payment account or a statement that credit terms may be arranged, such as, "Buy on our Budget Plan," "Open a Deferred Payment Account," etc., will not require any details of what the credit service or carrying charges are inasmuch as the public generally understands it is required to pay such charges. Statements of this kind must not be featured with an advertised article in a manner which will conflict with the provision below or with any other provision of these standards. When a credit service or carrying charge is added to the advertised or marked price of an article, such fact must in all instances be featured conspicuously and located prominently in the advertisement. Unless such full and clear explanation is given of this fact, a statement that there is a carrying charge must be made with and adjacent to each statement of specific terms, in a type size not less than 8 point.

Examples of such statements of specific terms to which the above applied, are the following:

- Where representative amounts are stated in captions, sub-captions, or text, such as "\$2.00 per week buys \$100.00," "Open an account pay \$5.00 monthly," etc.;
- Where the amount of the deposit, if any, is stated or a "No down payment" offer is made in conjunction with the cash price of an article;
- Where special terms are featured such as "15¢ a day," "50¢ a week," etc.;
- Where the amount of the deposit and the amount of weekly or monthly payments are shown in conjunction with the cash price of the article;
- Where such statements as "No charge for credit if paid in 90 days," or in similar instances where a charge is made beyond such specified time.

The time required to complete the payments must not be inaccurately stated when specific or special terms are offered.

### CREDIT TERMS

All general credit terms should be those ordinarily obtainable by any person of fair credit standing on all merchandise whether advertised or not. Where unusual time is extended or an unusual small deposit or first payment is offered, it must not be conditioned upon the purchase of advertised or other merchandise unless so specifically stated.

### OUTSIDE FINANCING

When deferred payment terms are featured or implied in an advertisement and extended credit must be arranged for by the customer through banks, loan companies, finance companies, or agencies other than the advertiser, such fact shall be clearly indicated in the advertisement with the offer of credit terms.

### "NO DOWN PAYMENT"

"No down payment" and phrases of similar meaning should not be used unless ALL the merchandise featured in the advertisement in which this term is used is purchasable WITHOUT A DEPOSIT, a down payment, or advance credit service or carrying charge, a delivery charge, a C.O.D., an account opening charge, or any other form of initial payment, except sales tax, on or before delivery. If the "no down payment" offer is limited to the purchase of a specific article or amount, it must be so stated. Example: "No down payment on this article only."

### EXTRA CHARGES

No extra charge other than the price advertised should be required to obtain delivery. This does not apply to sales or other emergency taxes which the public understands must be added to the selling price. No extra payment other than the terms advertised should be required to obtain delivery.

### PART II

This section relates to the advertising and selling of radios, television, and home appliances only.

### APPLICATION

These standards, and those in Part I, apply to advertising and selling representations by manufacturers and distributors, as well as retailers, of radios, television receivers, and home appliances, only.

### YEAR AND MODEL

Advertisements or representations should not state, import, or imply that a model is the latest one, when such is not the fact; nor should they have directly or indirectly the capacity and tendency or effect of leading the purchasing public to believe an item is of the current year's model or has not been supplanted, superseded, or succeeded by a newer or later model, when such is not true; nor should they be otherwise misleading or deceptive respecting the model of a receiver or appliance.

### DESCRIPTION OF MAKE

Implication by means of trade marks, trade names, or labels, in advertisements, or otherwise, that an item is manufactured or sponsored by a person or concern other than is actually the case should not be used. Such terms as "Nationally Famous," "Nationally Advertised Brands," or any other terms of similar meaning or import shall refer to merchandise which is in fact regularly nationally advertised in consumer media, such as magazines, newspapers, and radio, or are otherwise well known to the broad general public. A private brand not itself "nationally famous" may be described as "made by a nationally famous manufacturer," if this is in fact true.

In offerings of assembled sets or appliances, where component parts are made by more than one manufacturer, the trade or manufacturer's name of one such part should not be given unless it is clear from the context that the model as a whole was not originally assembled as a unit by the manufacturer of that part. Likewise, in such cases, when more than one component part is named, all should be given equal prominence. According to an F. T. C. rule, the placing of a radio receiving set or chassis in a cabinet designed or made for a set or chassis of a different size, type, or model, when done with the capacity or tendency or effect of thereby misleading or deceiving the purchasing or consuming public as to the origin, size, capacity, make, manufacture, brand, or type of such set or cabinet or when done to mislead or deceive purchasers in any other respect, is an unfair trade practice.

### LOOK TO LARKIN for Performance



### LARKIN TURRET HUMI-TEMP

The acid test of any product is performance. That's why you will find Larkin products used so widely for so many different refrigeration and air-conditioning applications. Users know from past experience that they can count on Larkin for top performance—day in, day out—year in, year out.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS

519 MEMORIAL DR., S. E. - ATLANTA, GA.

STAMPING, forming, bending, coining, drilling, tapping, threading, wire straightening, resistance welding, arc welding, gas welding, assembling, Pro-Sealing, tinning, anodizing, electroplating, lacquering. For all of these operations, we are well equipped. Perhaps you have some items, large or small, upon which we may quote?

For the lowest in cost the utmost in quality



## WALL WIRE

PRODUCTS COMPANY, Plymouth, Mich.

A combination (radio-phonograph, radio-tele-phonograph, etc.), as this term is understood by the trade and the public, should not be confused with a combination price offer of separate instruments.

### SPECIAL EQUIPMENT OR SERVICE

No advertisements or representations of receiving sets or appliances, or prices therefor, should be used which deceptively or misleadingly conceal the fact that the advertised price does not cover necessary or advertised accessories or devices or services which must be purchased with the set at an additional charge; or which falsely or deceptively state or imply that the advertised price covers such accessories, devices or services, when such is not the fact.

### UNPROVABLE STATEMENTS

Statements indicating factual representations such as "Will last a lifetime," "Never requires attention," etc., which are incapable of proof should not be made. Performance claims and general claims of superiority should be limited to provable facts.

### SIZE

Indefinite sizes should not be given in advertising. If any reference is made to size, actual sizes should be given; for example: "6 cu. ft. refrigerator," "6 lb. capacity washing machine," "With 12½ inch picture tube," etc.

### PREMIUM OFFERS

Where articles are given as a premium with the purchase of other merchandise, the offering must state explicitly the merchandise to which such offer applies. If the retail value of such articles is stated such value must not be in excess of the retail price at which identical or comparable merchandise is regularly being sold in retail establishments in the New York market. Premium merchandise shall be available for purchase at the stated value or price featured. Premium merchandise must be assembled for display purposes and be made easily available for inspection by the customer. . . .

### LOW PRESSURE REFRIGERANTS

The advertising, sale, or distribution of refrigerants should comply with the FTC Trade Practice Rules for the Low Pressure Refrigerants Industry.

### SURFACES

Any description of refrigerator surfaces or materials in advertising should be entirely accurate. The term "Porcelain" should not be used, since there is little, if any, real solid porcelain used in the manufacture of refrigerators. Porcelain enamel (or a vitreous glazed product) may be described as "Porcelain Enamel," or "Enamel." Paint enamels should be described as such, or by giving the type or kind of finish used. Description of a refrigerator as "Porcelain Enamel" should refer to both the interior and exterior, unless stated otherwise. Description of the lining should not be expressed in a way that might be interpreted as applying inaccurately to the exterior.

### FOOD CAPACITY

The manufacturer's general storage volume (cubic foot capacity) of each model of refrigerator illustrated or offered must be prominently featured when prices are stated. The cubic foot capacity may include frozen food space but not cooling-unit space. Where shelf room capacity is also stated it should be in no larger size type than the cubic foot capacity and must be limited to the shelf room capacity as indicated by the manufacturer. Storage space for frozen foods should not be included in shelf room capacity, but should be described separately, in cubic feet. Poundage capacity of such space may also be stated, but not instead of the cubic footage.

### HOME FREEZERS

A device shall not be described as a "home freezer" unless it is capable of performing as such, in accordance with accepted standards. Advertised cubic foot capacity of a home freezer shall include only that portion of the storage space below the line at which freezing (zero) can be maintained.

### WRINGERS

A wringer or wringer attachment to a washer shall not be described as a "Water extractor."

### THERAPEUTIC VALUE

No claims or implication should be made in any advertisement regarding the therapeutic value of any product or device unless it can be supported by technical facts based upon findings of impartial and qualified authorities. . . .

## SOUND REASONING



WHY  
**SNO-BREEZE**  
**AIR COOLERS**  
SELL FASTER AND GIVE  
LASTING SATISFACTION  
TO CUSTOMERS

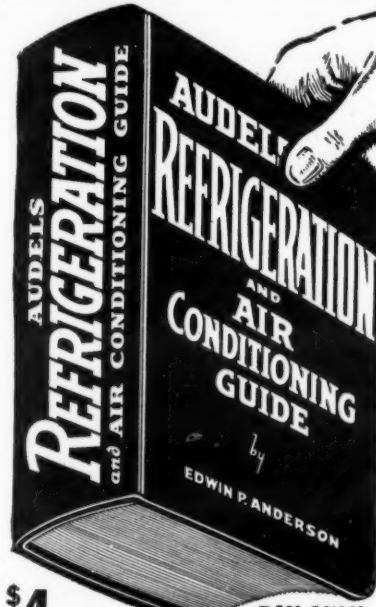
- \$ 41 YEARS of air conditioning leadership.
- \$ Finest tooling and modern machinery with latest production techniques assure top quality at lowest prices. The best air cooler value money can buy.
- \$ A model for every requirement, the most complete line of sizes and models ever offered the trade.
- \$ Sound backing with eye appealing, confidence building, modern and complete sales aids.
- \$ Dynamic nation wide newspaper, radio and magazine advertising.
- \$ Advertised in LIFE, TIME, BETTER HOMES & GARDENS, HOUSE BEAUTIFUL and others. Heard on coast to coast radio networks.

Why not sell the fastest moving, profit making winner — **SELL SNO-BREEZE.**

PROVEN BEST BY FIELD PERFORMANCE TESTS

Write today for free literature. DEPT. N-3

PALMER MFG. CORP., Phoenix, Ariz.



**\$4 COMPLETE** **PAY ONLY \$1 A MO.**  
AUDEL'S REFRIGERATION & AIR CONDITIONING GUIDE Answers Your Questions on Basic Principles, Servicing, Operation and Repair of Household Refrigeration—Special Refrigeration Units—Commercial and Industrial Refrigeration—Air Conditioning Systems—Over 1250 Pages, 46 Chapters, 700 Illustrations—Diagrams including data on Freon, Quick Freezing, Lockers and Water Coolers. A new timely book containing practical facts and figures for Better Service. Easy to understand and Handy Ready Reference. Step up your own skill with the facts and figures of your trade. Au-del's Mechanics Guides contain Practical Inside Trade Information in a handy form. Fully illustrated and Easy to Understand. Highly Endorsed. Check the book you want for 7 days Free Examination.  
Send No Money. Nothing to pay postman.

### CUT HERE MAIL ORDER

AUDEL, Publishers, 49 W. 23 St., NEW YORK 20, N. Y.

Please send me postpaid for FREE EXAMINATION books marked below, if I decide to keep them I agree to mail \$1 in 7 days on each book or set ordered and further mail \$1 monthly on each book or set until I have paid price, otherwise I will return them.

- REFRIGERATION & Air Conditioning, 1280 Pgs. \$4
- PAINTING & Decorating Manual, 450 Pages. 2
- CARPENTERS & Builders Guides (4 Book Set). 6
- PLUMBERS & Steamfitters Guides (4 Book Set). 6
- MASONRY & Builders Guides (4 Book Set). 6
- BLUE PRINT READING, 416 Pages. 2
- WIRE BURNER GUIDE, 384 Pages. 1
- HOUSE HEATING GUIDE, 1000 Pages. 4
- GARDENERS & GROWERS Guides (4 Book Set). 6
- SHEET METAL WORKERS Handy Book, 388 Pgs. 1
- SHEET METAL PATTERN LAYOUTS, 1100 Pgs. 4
- AIRCRAFT WORKER, 240 Pages. 1
- MECHANICAL DRAWING GUIDE, 160 Pages. 1
- MECHANICAL DRAWING & DESIGN, 480 Pgs. 2
- MATHEMATICS & CALCULATIONS, 700 Pgs. 4
- MECHANICAL Dictionary, 958 Pages. 4
- MILLWRIGHTS & Mechanics Guide, 1200 Pgs. 4
- DIESEL ENGINE MANUAL, 575 Pages. 2
- WELDERS GUIDE, 400 Pages. 2
- MACHINISTS Handy Book, 1600 Pages. 4
- POWER PLANT ENGINEERS Guide, 1500 Pages. 4
- ENGINEERS & FIREMANS EXAMS, 528 Pages. 1
- PUMPS, Hydraulics & Air Compressors, 1658 Pgs. 1
- MARINE ENGINEERS Handy Book, 1280 Pages. 1
- ENGINEERS & Mechanics Guides (8 Book Set). 12
- Answers on Practical ENGINEERING, 254 Pages. 1
- ELECTRIC WIRING DIAGRAMS, 210 Pages. 1
- ELECTRICIANS EXAMINATIONS, 250 Pages. 1
- ELECTRIC DICTIONARY, 9000 Terms. 2
- ELECTRIC MOTOR GUIDE, 1000 Pages. 4
- HANDY BOOK OF ELECTRICITY, 1440 Pages. 4
- ELECTRIC POWER CALCULATIONS, 425 Pgs. 2
- RADIOMANS GUIDE, 914 Pages. 2
- ELECTRONIC DEVICES, 216 Pages. 2
- ELECTRIC LIBRARY, 7000 Pages (12 Book Set). 18
- Vols. I, II, III, IV, V, VI, VII, VIII, IX, X, XI, XII, 150 Ea. 1
- AUTOMOBILE GUIDE 1800 Pages. 4

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Occupation \_\_\_\_\_  
Employed by \_\_\_\_\_ R-12



# 1949 Pattern of Equipment Sales In 20 Areas of World Trade

| Schedule<br>B No.   | Azores<br>1949 | Spain<br>1949   | Portugal<br>1949 | Bulgaria<br>1949 | Italy<br>1949    | Trieste<br>1949  | Yugoslavia<br>1949 | Greece<br>1949   | Turkey<br>1949   | Syria<br>1949    |
|---|----------------|-----------------|------------------|------------------|------------------|------------------|--------------------|------------------|------------------|------------------|
| 705710 Electric household refrigerators .....                           | \$1,000        | \$18,000        | \$ 21,000        | .....            | \$243,000        | \$ 1,000         | \$1,000            | \$168,000        | \$326,000        | \$ 73,000        |
| 705720 Condensing units, not over 1/2 hp. ....                          | .....          | .....           | 1,000            | .....            | 43,000           | .....            | .....              | 2,000            | 7,000            | 1,000            |
| 705755 Electric household refrigerator parts .....                      | 500            | .....           | 7,000            | .....            | 31,000           | .....            | .....              | 15,000           | 5,000            | 500              |
| Compressors and condensing units (com'l)                                |                |                 |                  |                  |                  |                  |                    |                  |                  |                  |
| 764615 1/2 hp. through 1 hp. ....                                       | 500            | 500             | 34,000           | .....            | 76,000           | .....            | .....              | 79,000           | 23,000           | 500              |
| 764620 Over 1 hp. through 3 hp. ....                                    | .....          | .....           | 3,000            | .....            | 10,000           | .....            | .....              | 41,000           | 2,000            | 1,000            |
| 764630 Over 3 hp. through 10 hp. ....                                   | .....          | .....           | 3,000            | .....            | 4,000            | .....            | .....              | 2,000            | 6,000            | 28,000           |
| 764650 Over 10 hp. ....   | .....          | 13,000          | 8,000            | .....            | 2,000            | 8,000            | .....              | 38,000           | 2,000            | 3,000            |
| 764710 Centrifugal refrigerating units .....                            | .....          | .....           | .....            | .....            | .....            | .....            | .....              | 2,000            | .....            | .....            |
| 764730 Absorption and adsorption steam<br>jet refrigerating units ..... | .....          | .....           | .....            | .....            | .....            | .....            | .....              | .....            | .....            | .....            |
| 764810 Evaporative condensers and receivers .....                       | .....          | .....           | .....            | .....            | 1,000            | .....            | .....              | 1,000            | .....            | .....            |
| 764830 Condensers except evaporative and revrs. ....                    | .....          | .....           | .....            | .....            | 2,000            | .....            | .....              | 13,000           | .....            | .....            |
| 764910 Heat transfer equipment .....                                    | .....          | .....           | 4,000            | .....            | 6,000            | .....            | .....              | 20,000           | 10,000           | .....            |
| 765050 Ice making equipment .....                                       | .....          | .....           | 1,000            | .....            | .....            | .....            | .....              | 42,000           | 3,000            | 7,000            |
| 765110 Air diffuser units .....   | .....          | .....           | 5,000            | \$3,000          | 8,000            | .....            | .....              | 39,000           | 35,000           | .....            |
| 765610 Self-contained commercial refriger. equipment                    | 1,000          | 1,000           | 3,000            | .....            | 37,000           | 4,000            | .....              | 43,000           | 45,000           | 9,000            |
| 765630 Liquid coolers .....   | .....          | .....           | .....            | .....            | 1,000            | .....            | .....              | .....            | .....            | .....            |
| Self-contained air conditioners   |                |                 |                  |                  |                  |                  |                    |                  |                  |                  |
| 765710 Under 2 tons .....   | .....          | 2,000           | 1,000            | .....            | 10,000           | *                | .....              | 2,000            | 2,000            | .....            |
| 765750 2 tons and over .....  | .....          | .....           | 5,000            | .....            | .....            | 89,000           | .....              | .....            | 23,000           | .....            |
| 765910 Mechanical commercial refrigerators .....                        | .....          | 500             | 1,000            | .....            | .....            | .....            | .....              | 4,000            | 15,000           | 3,000            |
| 766010 Auxiliary equipment .....  | .....          | 1,000           | 15,000           | .....            | 195,000          | 500              | .....              | 48,000           | 6,000            | 5,000            |
| 766030 Parts for foreign assembly .....                                 | .....          | .....           | .....            | .....            | .....            | .....            | .....              | 1,000            | 1,000            | .....            |
| 766050 Replacement parts .....  | .....          | 17,000          | 6,000            | .....            | 13,000           | .....            | .....              | 12,000           | 2,000            | .....            |
| <b>Total</b> .....  | <b>\$3,000</b> | <b>\$53,000</b> | <b>\$118,000</b> | <b>\$3,000</b>   | <b>\$682,000</b> | <b>\$102,500</b> | <b>\$1,000</b>     | <b>\$572,000</b> | <b>\$513,000</b> | <b>\$181,000</b> |

\*Amount under \$500.

| Schedule<br>B No.   | Lebanon<br>1949  | Iraq<br>1949     | Iran<br>1949       | Israel<br>1949     | Jordan<br>1949  | Kuwait<br>1949   | S. Arabia<br>1949  | Arabia<br>1949  | Aden<br>1949   | Bahrain<br>1949  |
|---|------------------|------------------|--------------------|--------------------|-----------------|------------------|--------------------|-----------------|----------------|------------------|
| 705710 Electric household refrigerators .....                           | \$424,000        | \$134,000        | \$ 206,000         | \$1,476,000        | \$26,000        | \$ 26,000        | \$ 41,000          | .....           | \$4,000        | \$ 34,000        |
| 705720 Condensing units, not over 1/2 hp. ....                          | 7,000            | 6,000            | 4,000              | 14,000             | .....           | .....            | .....              | .....           | .....          | 500              |
| 705755 Electric household refrigerator parts .....                      | 12,000           | 5,000            | 38,000             | 178,000            | .....           | 10,000           | 6,000              | .....           | .....          | 1,000            |
| Compressors and condensing units (com'l)                                |                  |                  |                    |                    |                 |                  |                    |                 |                |                  |
| 764615 1/2 hp. through 1 hp. ....                                       | 9,000            | .....            | 18,000             | 63,000             | .....           | .....            | 2,000              | .....           | 500            | 2,000            |
| 764620 Over 1 hp. through 3 hp. ....                                    | 11,000           | 2,000            | 1,000              | 25,000             | *               | 10,000           | 3,000              | .....           | .....          | 1,000            |
| 764630 Over 3 hp. through 10 hp. ....                                   | 15,000           | 3,000            | 3,000              | 14,000             | .....           | 2,000            | 36,000             | .....           | .....          | .....            |
| 764650 Over 10 hp. ....   | 8,000            | .....            | 55,000             | 16,000             | .....           | 6,000            | 3,000              | .....           | .....          | 23,000           |
| 764710 Centrifugal refrigerating units .....                            | 6,000            | *                | .....              | .....              | .....           | 4,000            | 99,000             | .....           | .....          | .....            |
| 764730 Absorption and adsorption steam<br>jet refrigerating units ..... | .....            | 29,000           | .....              | *                  | .....           | .....            | .....              | .....           | .....          | .....            |
| 764810 Evaporative condensers and receivers .....                       | 1,000            | .....            | 8,000              | 16,000             | .....           | 75,000           | 19,000             | .....           | .....          | .....            |
| 764830 Condensers except evaporative and revrs. ....                    | 4,000            | .....            | 15,000             | 1,000              | .....           | 1,000            | 4,000              | .....           | .....          | .....            |
| 764910 Heat transfer equipment .....                                    | 13,000           | .....            | 18,000             | 7,000              | .....           | 1,000            | 9,000              | .....           | .....          | 1,000            |
| 765050 Ice making equipment .....                                       | 16,000           | 47,000           | 97,000             | 16,000             | .....           | 2,000            | 83,000             | 500             | .....          | 12,000           |
| 765110 Air diffuser units .....   | 500              | 15,000           | 19,000             | 28,000             | .....           | 6,000            | 46,000             | .....           | .....          | 3,000            |
| 765610 Self-contained commercial refriger. equipment                    | 192,000          | 17,000           | 83,000             | 85,000             | 4,000           | 33,000           | 206,000            | .....           | *              | 9,000            |
| 765630 Liquid coolers .....   | 1,000            | 1,000            | 22,000             | 4,000              | .....           | .....            | 164,000            | 17,000          | .....          | *                |
| Self-contained air conditioners   |                  |                  |                    |                    |                 |                  |                    |                 |                |                  |
| 765710 Under 2 tons .....   | 16,000           | 33,000           | 612,000            | 7,000              | 4,000           | 7,000            | 59,000             | .....           | *              | 28,000           |
| 765750 2 tons and over .....  | 5,000            | 22,000           | 159,000            | 2,000              | .....           | 24,000           | 167,000            | .....           | .....          | 8,000            |
| 765910 Mechanical commercial refrigerators .....                        | 33,000           | 1,000            | 1,000              | 8,000              | 2,000           | .....            | 35,000             | .....           | .....          | 6,000            |
| 766010 Auxiliary equipment .....  | 186,000          | 14,000           | 127,000            | 68,000             | .....           | 33,000           | 176,000            | 500             | .....          | 19,000           |
| 766030 Parts for foreign assembly .....                                 | 8,000            | .....            | 28,000             | 13,000             | .....           | 14,000           | 5,000              | .....           | .....          | .....            |
| 766050 Replacement parts .....  | 12,000           | 5,000            | 12,000             | 4,000              | 1,000           | 20,000           | 83,000             | .....           | 1,000          | 7,000            |
| <b>Total</b> .....  | <b>\$979,500</b> | <b>\$334,000</b> | <b>\$1,526,000</b> | <b>\$2,045,000</b> | <b>\$37,000</b> | <b>\$274,000</b> | <b>\$1,246,000</b> | <b>\$18,000</b> | <b>\$5,500</b> | <b>\$154,500</b> |

\*Amount under \$500.



## Markets Stronger In Pakistan, Siam, Egypt; Exports to Philippines, South Africa Decline

### INDIA AND PAKISTAN

As our statistics show, India remains a very large market. That country has received our equipment for a total of \$3,259,000 compared with \$4,203,000 in 1948. Compared with India, Pakistan is staging a startling development. Imports have increased from \$76,000 to \$673,500 in 1949. The outlook for the future appears bright. Imports into both countries remain subject to license.

### SIAM (THAILAND)

I wish to draw special attention

to the sale of our products to this small country amounting to not less than \$536,000. This market appears to be gaining strength as the two preceding years together showed exports from our industries for only \$492,000, in all.

### INDONESIA

This new republic only absorbed our equipment to the value of \$275,000 in 1949 (1948: \$200,000). This is mentioned, not on account of the small increase, but to draw attention again to a strong potential market.

At present the foreign exchange situation remains difficult, and exports to Indonesia are strictly licensed. An improvement in the over-all situation might occur soon.

### PHILIPPINES

Only in May, 1950, has the market in the Philippines been described fully in this column. The actual development in dollars and cents from 1948 to 1949 showed a decrease from \$3,231,000 to \$2,267,000. The situation in this young republic has become more difficult of late. This is a direct outcome of communistic action directed from the Asiatic mainland. Thus, we have in the Philippines a very strong potential market, badly in need of our equipment, but also badly in need of a political stabilization.

### CHINA AND HONGKONG

I am quoting these two trading regions together since Hongkong is acting at present as an inlet for foreign merchandise into China. The figures show clearly how the shift continues: in 1948 China took equipment for \$447,000, Hongkong for \$1,075,000 which adds up to \$1,522,000. In 1949 the figures were China \$103,000—Hongkong \$1,456,000—total

\$1,559,000. We see thus nearly the same aggregate imports to these two regions for the last two full years, only in a different distribution.

### EGYPT AND SUDAN

Egypt continues to be a good market, despite dollar difficulties and import restrictions. Our exports to this country received a set-back from \$1,019,000 in 1947 to \$396,000 in 1948, but recovered last year to \$678,500. Our exports to the Sudan are also improving as the enclosed statistics show.

### FRENCH EQUATORIAL AND WEST AFRICA

Our exports to these two regions

have taken a startling turn for the better: 1947: \$61,000—1948: \$74,000—1949: \$608,500. This was possible despite import licensing which continues as heretofore.

### UNION OF SOUTH AFRICA

Alas, we must report another case very similar to the situation in Argentina. A nationalistic group has taken over the government. The result has not been long delayed. Imports have suffered terribly and air conditioning and refrigeration equipment was no exception.

The United States shipped in 1947 equipment for \$7,171,000, in 1948 for \$11,420,000, and in 1949 for \$1,568,000.

replace it right with **Ranco**

precision-built for **WATER COOLERS**

Servicemen everywhere rely on Ranco Replacement Controls to assure customers dependable, accurate, trouble-free service. You'll eliminate expensive call-backs, increase your profits on every service job—when you replace it right with Ranco. Ask your Ranco wholesaler to show you the eight Ranco models designed especially for Water Cooler installations.

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COLUMBUS 1, OHIO

World's Largest Manufacturers of REFRIGERATION CONTROLS—more than 20,000,000 controls now in use

CHECK WITH **Ranco** FIRST

- specialists in refrigeration
- dependability
- greater customer satisfaction
- less stock to carry
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**MARLEY AQUATOWER**

**IMMEDIATE SHIPMENT**

PACKAGED 3 TO 50 TON COOLING TOWERS

Check these exclusive features.

- ✓ Interior coated with rubber.
- ✓ Deep pitch—slow speed—quiet fan.
- ✓ Heart redwood filling—top to bottom.
- ✓ Weather-proof motor—adjustable base.
- ✓ Open distribution—no nozzles to clog.
- ✓ For indoor or outdoor installation.
- ✓ Completely assembled—ready-to-go.
- ✓ Sized to serve packaged air conditioners.
- ✓ Guaranteed performance.
- ✓ Complete operating instructions.
- ✓ Stocked in many principal cities.

Cut-Away View Shown Above

Write for Bulletin AQ-50

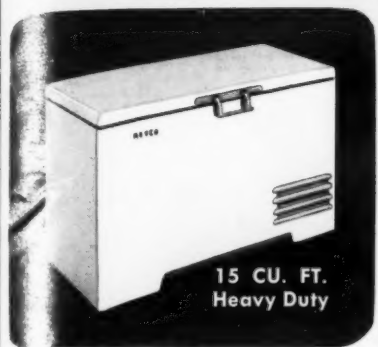
\* Attractive Proposition for Volume Buyers

**THE MARLEY COMPANY, INC.**  
KANSAS CITY 15, KANSAS



Finest in Farm and Home Food Freezers

## CHILL CHESTS



15 CU. FT.  
Heavy Duty

### 3 Popular Sizes

15, 25, and 35 cu. ft. Chill Chest models, designed in design and engineering features, larger food storage capacities in less space than any other make. Competitively priced. Chill Chests give you distinctive advantages . . . more sales!

WRITE FOR COMPLETE DATA

REVCO Inc., Deerfield, Michigan

### SALESMAN WANTED

To appoint and work with distributors. Preferred age 35-50. You must have initiative, be aggressive and experienced in specialty selling. Acceptance of our self contained, low priced merchandising cabinets above average and repeat sales good. Territories available for residents of Pittsburgh, Buffalo, Syracuse, Philadelphia, Boston or vicinity. We have new men earning over \$1,000 per month. Several established accounts will be turned over to the man selected in these territories and personal assistance will be given. Our organization knows of this ad. Address

Box 3532, Air Conditioning & Refrigeration News.



Self-Contained  
AIR  
CONDITIONER  
3, 5 and 7 1/2  
ton models

General  
Refrigeration  
Division  
Yates-American  
Machine Company,  
Beloit, Wisconsin

## New NARDA Director --

(Concluded from Page 1, Column 2)  
man of the committee to screen applicants for the position of managing director. Others on the committee are H. B. Price, Jr., of Norfolk, Va. and R. B. Garlock of Lansing, Mich. A number of applications have already been received, but the committee will continue to accept applications for the next 60 days, after which a special meeting of the board of directors will be called.

Pryor also reported that Francis L. Monette of Lowell, Mass. has been named chairman of a committee authorized to enter into arrangements in activating a group insurance program for Narda. Other members of this committee are Phil Urner of Bakersfield, Calif. and Julius Kovach.

Other decisions initiated at the recent Narda meeting in Chicago included approval of a number of membership activities designed specifically to benefit the appliance dealer at the local level. Generally, the proposed local dealer-aid program includes pertinent information on financing as applied to the dealer's sales operation; counseling service on relationships with banking institutions; various methods of raising capital for business enterprise; promotional ideas with the spotlight on successful and not-so-successful promotions as conducted by Narda dealers from coast-to-coast.

Also included in these services are information on salesman's costs with specific recommendations from successful dealers; service policy operation and exchange of ideas between members; and suggestions for collection of time payments.

### Carrier Dealer Opens Showroom

BAYONNE, N. J. — The United Electric Refrigeration Co., 445 Avenue C, has recently opened a new showroom at 338 Second St. at the corner of Newark Ave. in Jersey City, Arthur Lasky of the firm has reported.

The firm is a Carrier air conditioning dealer and does complete market and store installations.

### Distributor Names Sales Mgr.

DALLAS—J. Lynn Faris has been named appliance sales manager for Capitol Distributors, Inc., the company announced recently.

## Frigidaire Washer, Drier Styled To Fit Kitchen



Model operates Select-O-Dial on new Frigidaire automatic washer to show how this feature aids housewife by changing, repeating, or skipping any part of cycle. Next to washer is new Frigidaire clothes drier.

## Laundry Models Shown--

(Concluded from Page 1, Column 4)  
trol, the Select-O-Dial, which, it is claimed, makes the washer completely automatic, yet fully flexible. It not only automatically controls a normal washing period, but also a shorter or longer one. It has merely to be set for the exact amount of washing time, ranging from two to 10 minutes, and the washer will continue through the complete cycle automatically. Clothes are thoroughly washed, deep-water rinsed twice, and spun damp-dry, many ready for ironing. However, a turn of the dial will change, repeat or skip any operation of the cycle.

Another new convenience is an automatic signal light that shows when the washer is operating. When the complete washing, rinsing, and spinning cycle is completed, the light flashes off to remind the housewife that the clothes are clean, damp-dry, and ready to be removed.

A wash water switch, automatically provides 100° warm water, or hot water as it comes from the water heater. This switch, along with the Select-O-Dial, signal light, and an automatic motor protector, which eliminates the need for fuses, is installed on the back panel in an attractive chromium setting. This makes them easy to see and convenient to use. The washer is top-loading.

Inside the new model is a single porcelain finished tub of new design that is lighter in weight and more efficient. Because it neutralizes vibration, the washer can be installed anywhere without bolting down to the floor. The tub spins at a rate of 1,140 r.p.m., whirling clothes damp dry in a matter of minutes. The entire interior is rustproof and self-cleaning.

Live-water washing action is provided by the exclusive "Pulsator," which provides an up-and-down motion of short, fast strokes. A flexible rubber washing fin at the base

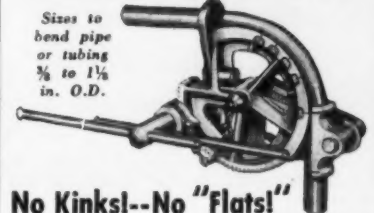
protects clothes from rubbing against metal parts. Clothes are kept suspended in the water while dirt and grime are swirled out. An under-water suds distributor releases soap only after it has been transformed into active cleansing suds. The washer is powered by a sealed, self-oiling Unimatic package mechanism and the entire washer is backed by a one-year warranty.

Companion appliance to the clothes washer is a new automatic electric clothes drier, produced in two models, one 115 volts and the other for 220 volts. Matching the white and chromium-trimmed automatic clothes washer in appearance, the new Frigidaire drier has many new features.

Variable temperature control is provided by a new heat selector which can be set at "low," "medium," or "high." The "Dry-O-Matic" dial controls the drying time of clothes tumbling loosely in fresh warm air currents inside a revolving drum. A switch turns on an interior light so that clothes can be inspected at any time by glancing through the window in the door. An automatic signal light on the control panel turns off when the drying operation is completed.

Another feature is a new ozone lamp in the drying compartment. Clothes dried in ozone-laden hot air are said to have a clean, fresh smell and be more sanitary. In addition, both models are equipped with new automatic motor protectors and new heating units. The 115-volt model requires only a plug-in connection to an appliance outlet on one of the regular house lighting circuits.

## Bend it RIGHT the First Time! —with a HOLSCRAW Handy TUBE BENDER



No Kinks!—No "Flats!"

Thousands in use for many years. Light weight, easy to carry, handy to use on the job. Save time! Makes smooth bends in practically all grades of iron pipe, steel tube, conduit, or hard and soft copper, brass, and aluminum tubing.

Shown above, Model B4-10 for 1/2 in. O.D. tube, \$11.25 F.O.B. Evansville, Ind. See complete line Handy Tube Benders at your local supply house, or write

HOLSCRAW BROS., INC.

422 Willow Road, Evansville 11, Ind.

## TYPHOON

Specialists in Packaged  
AIR CONDITIONERS  
1 1/2 to 20 TONS

Evaporative Condensers  
3 to 20 TONS

Backed by more than 40 years  
of air cooling experience

TYPHOON Air Conditioning Co., Inc.

794 Union Street, Brooklyn, N. Y.

### MOTOR-BASE ADAPTERS

Use that good orphan motor: make it fit with a set of motor adapters.



1/2 to 1 hp.—101-D  
1 to 1 hp.—102-C  
1 to 3 hp.—103-C

SERVICEMEN SEE YOUR JOBBER

Motor Adapter Corporation  
4730 JOY ROAD  
DETROIT 4, MICHIGAN

## BETZ "COMPAC" PANEL UNIT

A LITTLE  
GIANT  
IN CAPACITY

ONLY 20"  
HIGH



Ideal for use in back bars, small reach-ins, beverage boxes and miscellaneous applications where space is at a premium.

| MODEL NO. | BTU AT 1° TD | CFM | SURFACE SQ. FT. | DIMENSIONS |         |        | LIST PRICE |
|-----------|--------------|-----|-----------------|------------|---------|--------|------------|
|           |              |     |                 | H          | W       | D      |            |
| 100-BB    | 100          | 165 | 32.93           | 20"        | 15 3/8" | 5"     | \$73.00    |
| 130-BB    | 130          | 220 | 43.84           | 20"        | 15 3/8" | 6 1/2" | \$84.00    |
| 160-BB    | 160          | 260 | 54.76           | 20"        | 15 3/8" | 8"     | \$93.00    |

See Them at Your Wholesalers

**BETZ CORPORATION**

HAMMOND • INDIANA

## Bigger Remington Plant--

(Concluded from Page 1, Column 2)  
space is more than six times that of Remington's present Cortland plant. Sales and general offices, and the bulk of Remington manufacturing operations will be moved to the new plant around Nov. 1 of this year.

"Sales for the six months period ending April 10 were considerably ahead of net sales for the entire preceding year," reported Herbert L. Laube, Remington's president. "While we had budgeted production for a very substantial sales increase this year, we certainly did not expect anything approaching double our 1949 volume. As a result, two full shifts and the use of all the extra space we could procure in Cortland have left us behind in filling orders, as well as making economical production difficult.

"In our new Auburn plant we will have ample space, and a substantial increment of new tools and machinery, which should guarantee prompt shipments of Remington units for the 1951 season, even though sales should increase sharply again."

## FOR SALE

or License to Manufacture Evaporator Refrigeration Plate. Distinctive Construction, No Oil Clog, Simplest and Most Efficient Plate in the competitive market. No Heat changer or Oil Trap required. All patents issued late 1949. Full details on request.

E. E. Laubscher  
1816 Standard Bldg., Cleveland 13, Ohio

# SELL

MORE  
REFRIGERATION  
WITH THE

## METER PLAN

- Safe
- Easy
- Low Cost
- A Real Sales Builder



Model DM6

**METER-MATIC**

METERS ARE

—Low in price!

—Simple to install!

—Fully guaranteed!

ONLY  
\$ **9** 95  
AND UP

**FREE  
SALES HELPS**

SEND  
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INTERNATIONAL REGISTER CO.  
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Dept. 750-R.

Please send me FREE

- ☐ Meter catalog and Meter Plan folder.
- ☐ 1950 Survey "Meter Plan for Selling Commercial Refrigeration".
- ☐ Lists of banks handling Meter Plan paper.

Company \_\_\_\_\_ Name \_\_\_\_\_

Address \_\_\_\_\_

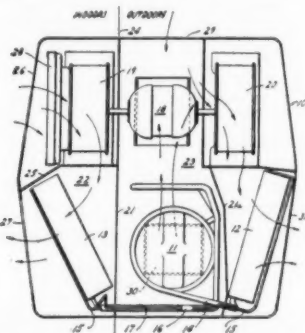
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# PATENTS

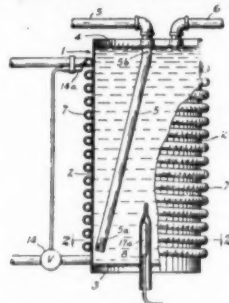
Week of February 7  
(Continued)

**2,496,355. AIR CONDITIONING APPARATUS.** Frank D. Peltier, Jenkintown, and Matson C. Terry, Rydal, Pa., assignors to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania. Original application March 4, 1948, Serial No. 13,037. Divided and this application Feb. 3, 1949, Serial No. 74,362, 3 Claims. (Cl. 62-129.)



1. In air conditioning apparatus: evaporator, compressor and condenser elements; a housing having an open top; partition means within said housing defining evaporator, compressor and condenser chambers; means releasably supporting said evaporator, compressor and condenser elements each within a corresponding one of said chambers, said partition means having reentrant portions opening toward said open top, said evaporator, compressor and condenser elements being provided with flow conduits interconnecting said elements in refrigerant flow circuit, said conduits extending across said partition means and through said reentrant portions; and a support member extending across and releasably secured to each of said elements to provide a rigid unitary assembly, said assembly being removable from said housing through said open top without interference from said partition means and without disconnection of said flow conduits.

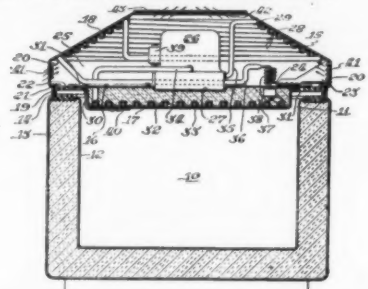
**2,496,466. LIQUID COOLING APPARATUS.** Frank O. Graham, Detroit, Mich., assignor to Temprite Products Corp., Detroit, Mich., a corporation of Michigan. Application Oct. 9, 1947, Serial No. 778,894, 4 Claims. (Cl. 62-141.)



1. In a storage type liquid cooler, the combination of a tank having top and bottom walls and a cylindrical metal side wall greater in height than diameter and with its inner surface substantially unobstructed throughout its circumference; cooling means outside the tank comprising a metal refrigerant expansion coil in direct heat exchange relation with the outer side of the tank side wall; an inlet conduit for supplying under pressure to the tank liquid to be cooled, said conduit having an outlet opening within the tank disposed at a level below the middle of the tank to discharge the entering liquid under pressure adjacent to the tank side wall and in a circumferential direction in relation to said wall, whereby the energy of the entering liquid sets up a circumferential movement in one direction of the entire body of liquid in the tank; and an outlet conduit for cooled liquid communicating with the tank chamber at a level considerably higher than the outlet of the inlet conduit, whereby liquid entering the tank is given a long circumferential movement before it can escape through the outlet conduit.

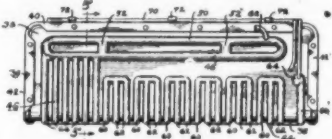
**2,496,492. REFRIGERATOR HAVING A DOOR WITH A COOLING UNIT MOUNTED THEREIN.** John R. Prosek, Riverside, Ill., assignor to International

Harvester Co., a corporation of New Jersey. Application June 20, 1947, Serial No. 755,904, 10 Claims. (Cl. 62-116.)



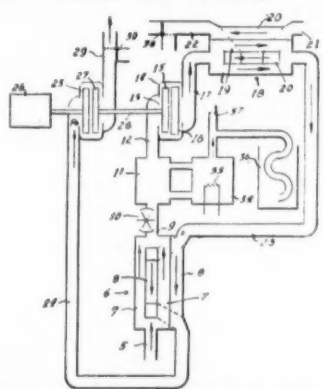
1. In a refrigerator including a cabinet forming a food storage compartment having an access opening, a closure element for the opening, comprising: an inner and an outer liner spaced apart to include a housing space therebetween; means securing the liners together at their marginal edge portions; and refrigerant circulating apparatus housed in the space between the liners and including an evaporator in proximity to and substantially coextensive in area with the inner liner, a condenser in proximity to and substantially coextensive in area with the outer liner, and refrigerant circulating connections between the evaporator and condenser.

**2,496,558. REFRIGERANT EVAPORATOR.** Lawrence A. Philipp, Detroit, Mich., assignor to Nash-Kelvinator Corp., Detroit, Mich., a corporation of Maryland. Application March 20, 1948, Serial No. 16,092, 5 Claims. (Cl. 62-126.)



1. A refrigerant evaporator comprising, wall means, a plurality of cooling tubes mounted in a bank parallel to a roof of a refrigerated compartment, a pan beneath said cooling tubes, a wall extending along a side of said bank of tubes, said wall in conjunction with the pan and the roof defining a channel along a side of said bank, the pan sloping away from the tubes to form a floor for the channel, the lower edge of said wall being spaced above the pan, a blower attached to said channel for forcing air through said channel and about said tubes, and means for removing water from said pan on the side of said wall away from said tubes, whereby the air

**2,496,602. AIR-CONDITIONING SYSTEM.** Ralph C. Schlichtig, Dishman, Wash. Application Jan. 29, 1946, Serial No. 643,992, 5 Claims. (Cl. 183-120.)

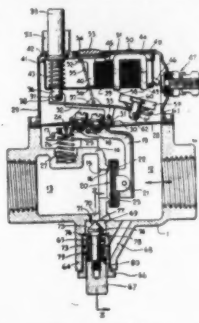


1. A method of conditioning the air of an enclosed space which comprises drawing in air from a space outside the enclosure then drying and compressing, substantially adiabatically, air so drawn in, transferring heat from the compressed air to a counter stream of air drawn from the enclosed space, thereafter transferring additional heat from the compressed air to the air drawn in before it is compressed, and expanding, substantially adiabatically, the cooled compressed air, discharging the expanded stream to one space and discharging the counter stream to the other space.

**2,496,638. FLUID CONTROL VALVE.** William A. Ray, North Hollywood, Calif., assignor to General Controls Co., Glendale, Calif., a corporation of California. Application Dec. 22, 1945, Serial No. 636,739, 7 Claims. (Cl. 137-139.)

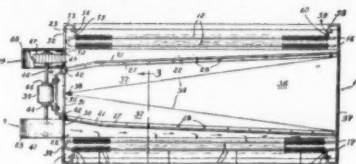
6. A manual-reset valve: a valve structure having a passage therethrough provided with a valve seat; a closure; a closure operating member arranged to move said closure in opposite directions into and out of engagement with said seat; a lever pivotally connected to said

member; manually operable means for rocking said lever in one direction on the member to move said one end of the lever while, through the lever, applying to the member a force in a direction to maintain said closure seated; means for temporarily holding said one end of the



lever in its moved position; and means for rocking the lever in the opposite direction about said one end while the same is held, to effect movement of the closure in a direction away from its seat.

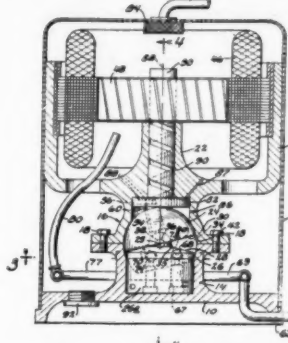
**2,496,652. REFRIGERATION UNIT.** John E. Ahrens, Cincinnati, Ohio. Application March 3, 1948, Serial No. 12,837, 16 Claims.



1. A refrigerating unit which comprises, a plurality of cooling tubes mounted in a bank parallel to a roof of a refrigerated compartment, a pan beneath said cooling tubes, a wall extending along a side of said bank of tubes, said wall in conjunction with the pan and the roof defining a channel along a side of said bank, the pan sloping away from the tubes to form a floor for the channel, the lower edge of said wall being spaced above the pan, a blower attached to said channel for forcing air through said channel and about said tubes, and means for removing water from said pan on the side of said wall away from said tubes, whereby the air

is cooled and moisture condensed during cooling of the air flows between said pan and said wall to be removed.

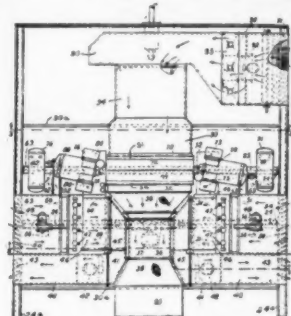
**2,496,668. NUTATING AXIS ROTARY COMPRESSOR.** David O. Manseau, Berkley, Mich. Application Feb. 18, 1946, Serial No. 648,331, 7 Claims. (Cl. 230-139.)



1. A motor compressor unit comprising means forming a part-spherical chamber, a stationary member having a conical surface projecting into said chamber, a diametral abutment mounted for oscillation in a slot in said stationary member, a part-spherical impeller in said chamber having a plane surface contacting the conical surface in line contact to form with said abutment pressure and suction chambers, said abutment contacting a groove in said plane surface, said slot being grooved to form inlet and

outlet ports communicating with said chambers contiguous to the abutment, and an electric motor having its rotor connected to said impeller in driving relation thereto.

**2,496,751. AIR CONDITIONING APPARATUS FOR RAILWAY CARS.** Irving S. Ritter, Sharon, Mass., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania.



2. Air conditioning apparatus for a passenger vehicle, comprising spaced rails extending transverse the vehicle, supporting means slidable from one side of the vehicle along the rails, a refrigerant condenser mounted on said supporting means, other supporting means slidable from the other side of the car along said rails, and a refrigerant condenser mounted on said other supporting means.

(To Be Continued)

## FACTORY SALES REPRESENTATIVES

Openings in Indiana—Colorado—Utah—Oklahoma—Nebraska. Jordan Refrigerator Company, Philadelphia, Pa., has openings for experienced sales representatives with following among commercial refrigeration dealers, restaurant equipment dealers, ice cream manufacturers and frozen food distributors.

We manufacture complete line of freezers, reach-ins, beverage coolers, cases, walk-ins, etc., in competitive price range. Fine opportunity for above average earnings with rapidly expanding company. Write in full detail. All replies kept in strict confidence.

**JORDON REFRIGERATOR COMPANY**

58th and Grays Avenue  
Philadelphia 43, Pa.

## CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

### POSITIONS WANTED

CAREFULLY SELECTED group of trained men, graduates of reliable and well established trade school now available to fill positions in the radio or refrigeration field. Willing to travel anywhere. Why not fill that vacancy with an efficient and reliable man? Write EASTERN TECHNICAL SCHOOL, 888 Purchase Street, New Bedford, Mass.

MECHANICAL ENGINEER, age 38, seven years air conditioning, refrigeration experience specializing self-contained air conditioners; four years factory, sales, general management experience. Desire responsible position with manufacturer of room air conditioners in planning, sales, promotional capacity. Address BOX 3535, Air Conditioning & Refrigeration News.

### POSITIONS AVAILABLE

EXPERIENCED MAN with proven ability, for designing and production management, on wood frame metal refrigerator cases and coolers. 64 years in business. C. L. PERCIVAL CO., Boone, Iowa.

RESEARCH ENGINEER. Well known manufacturer in Middle West has position for experimental and research engineer. Experience with low side heat transfer equipment necessary. Write giving full details first letter. Address BOX 3510, Air Conditioning & Refrigeration News.

FIELD SERVICE engineer is required in the Atlanta area, covering southeastern states, to fill vacancy created by an expansion program. Here is an opportunity for an aggressive refrigeration serviceman to elevate himself to a position for better opportunity in the future. Old established food store fixture manufacturer well entrenched in the industry, with highest credit rating. Write all details of your background, experience, and give references in first letter. Enclose small professional photo. Salary and expenses. BOX 3511, Air Conditioning & Refrigeration News.

FIELD SERVICE engineer: Dallas or Fort Worth has a refrigeration serviceman we need for a field service engineer to cover Texas, Oklahoma and Louisiana. Here's one of those positions you seek but seldom find. A real opportunity to prove your ability in leadership, enthusiasm for accomplishing your objectives and stability. We are one of the oldest and largest manufacturers of food store refrigeration equipment. An expansion program created this vacancy. Write full detailed particulars, giving background and experience, with references, in first letter. Enclose small professional photo. Salary and expenses. BOX 3512, Air Conditioning & Refrigeration News.

ASSISTANT TO chief inspector. Must be technically trained and experienced refrigeration engineer with thorough knowledge of machine shop inspection and compressor assembly, as well as complete sealed refrigeration systems. Prefer man 30 to 40 years. Salary commensurate with qualifications. BOX 3514, Air Conditioning & Refrigeration News.

REFRIGERATION AND air conditioning servicemen with some knowledge of engineering, needed in St. Louis, Mo. area. Prevailing wage \$2.50 per hour. Give age, experience and references. Good proposition to right man. BOX 3533, Air Conditioning & Refrigeration News.

CHIEF ENGINEER—Experienced in design, research, and laboratory testing of self-contained refrigeration equipment. Old established New York State manufacturer. Give full details in first letter. BOX 3536, Air Conditioning & Refrigeration News.

SALES MANAGER—One of America's largest and diversified manufacturing concerns seeks top-flight sales manager for line of electric water coolers. Heavy sales and distribution experience required. Refrigeration experience essential. One of oldest manufacturers in its field. Salary and bonus arrangement. Send detailed resume of experience. Replies held confidential. Write: BOX 3537, Air Conditioning & Refrigeration News.

### EQUIPMENT FOR SALE

WHOLESALE SEALED unit rebuilding. We will rebuild and convert your unit to "Freon-12." One year guarantee. Write for price list and shipping instructions. ADVANCE REFRIGERATION COMPANY, 829 East McNichols Road, Detroit 3, Mich.

COMPRESSOR, NEW 7 1/2 H.P. water cooled, at less than distributor's cost. BIMEI CO., Cincinnati, Ohio.

FOR SALE: One (1) new USAir Co. evaporative condenser, 25 ton capacity, two (2) circuits; one 15 tons and one 10. Machine never connected. Make offer. COBE & FOSTER, INC., 156 Bridge St., Manchester, N. H.

RECONDITIONED GENERAL Electric units model DR1—\$30.00 each, F.O.B. Chicago, Ill. CORONET MERCHANDISE SPECIALTIES, 3223 W. Ogden Ave., Chicago 23, Ill.

FOR SALE: Approximately 2000 coin switch "Meter Ice Coin Meters," with 24, 48, 60 hours gears available. Takes twenty-five cent pieces only. Believe all A-1 working order but to be sold "As Is." Will sacrifice (F.O.B. our Los Angeles warehouse), lots of 250 or more 75¢ each, lots of 100 at \$1.00 each, smaller lots (but not less than 12) \$1.25 each. Remit in full with order. (In Calif. add sales tax). EASTERN-COLUMBIA, Broadway at Ninth, Los Angeles 14, Calif.

ORDER NOW and save! Motor starting capacitors. Latest model—internal insulation. Aerovox first quality 1 1/2" x 3 1/4", 145-162 mfd. condensers, fit small motors 1/4 to 1/2 H.P. \$5¢ each—\$55.00 per C. FRANK P. FOLEY, INC., 564 Walton Avenue, New York 51, N. Y. ME 5-8987.

FOR SALE: 1/4 H.P. heavy duty Franklin motors, capacitor type, 1725 RPM, 1/60/115 V. Overload protector. Sleeve bearings. \$15.25 F.O.B. Aurora, Illinois. FOWLER EQUIPMENT COMPANY, 626 North Highland Ave., Aurora, Illinois.

FOR SALE: 1/2 H.P. standard Elcor motors, capacitor type, 1725 RPM, 1/60/115-230 V. Overload protector. Sleeve bearings. \$27.95 F.O.B. Aurora, Illinois. FOWLER EQUIPMENT COMPANY, 626 North Highland Ave., Aurora, Illinois.

BUTCHER BEAM scale, new, 600 lb. capacity, standard make. Special at \$19.50 while they last. GENERAL REF. & STORE FIXTURE CO., 856 N. Broad St., Philadelphia 30, Pa.

PROMINENT BRAND equipment—One condensing unit, No. FWR1500RT, new, 15-H.P., 3 phase, 60 cycle, 220 volts, 1725 R.P.M. Motor switch, water valve, 50% capacity reduction U.A.A. Crated and ready. Special price F.O.B. E. St. Louis—\$1280.00. One evaporative condenser, new, Outdoor unit, No. EC-15 top dis. Less receiver. Original crate special price F.O.B. E. St. Louis—\$700.00. One evaporative condenser, new, No. EC-7 1/2 top dis. complete. Outdoor unit. Original crate special price F.O.B. E. St. Louis—\$400.00. One air conditioning unit, new, 15-ton, No. F1125, filter section, thermal valve, heat exchanger, direct expansion. In 3-sections, special price F.O.B. E. St. Louis—\$700.00. One cooling tower, new, No. CT-10 Unidrive—outdoor unit. Ready at special price F.O.B. E. St. Louis—\$550.00. Three 1-H.P. condensing units, new, No. FAR, 1 phase, 230 volts, 1725 R.P.M. Pressure control, ready at \$200.00 each. F.O.B. E. St. Louis, Illinois. One condensing unit, new, No. MAR, 1 1/2-H.P., 1 phase, 220 volts, 60 cycle, 1725 R.P.M., pressure control starter, ready at \$250.00 each, F.O.B. East St. Louis, Illinois. One condensing unit, less motor, new, No. MAR-200-R, ready at \$300.00, F.O.B. East St. Louis, Illinois. Note: An additional 5% for anyone taking entire shipment. J. E. GRAM REFRIGERATION COMPANY, 512 Missouri Ave., East St. Louis, Illinois.

PROMINENT BRAND sealed condensing units: 1/4-HP. model L2M @ \$42; also open type 1/4-HP. model O33 @ \$52. Write or wire NEW YORK REFRIGERATION, 35 East Fourth Street, New York 3, N. Y.

NEW EQUIPMENT for sale—57 condensing units for "Freon" 1 1/2 H.P. single cylinder compressor—condenser, receiver, single phase motor. 244 thermostatic expansion valves for "Freon" 1/2 ton capacity #894, 6-1 ton "Freon" thermostatic expansion valves #897, 11-15/10 ton methyl chloride thermostatic expansion valves #897. All brand new in original shipping containers. Subject to prior sale. Will consider reasonable offer for entire lot. BOX 3534, Air Conditioning & Refrigeration News.

### BUSINESS OPPORTUNITIES

BUSINESS FOR sale: Buffalo commercial refrigeration, heating and appliances business. Successful going concern holding franchise of leading manufacturer for large area. All assets and liabilities, including real estate, merchandise, tools and equipment for sale through purchase of all capital stock. RUMSEY, HEAD AND KIMBERLY, INC., 162 Franklin Street, Buffalo, New York. Exclusive Agents.

### SCHOOLS

DETROIT AIR Conditioning Institute offers instructions in air conditioning, heating, refrigeration, ventilating, sheet metal layout, and heat pump engineering. Preparatory and advanced courses available. New classes start August 1. Write for free information. Veteran approved. DETROIT AIR CONDITIONING INSTITUTE, Department D, 4258 Woodward, Detroit, Michigan.

### MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year guarantee. Write for prices and shipping instructions. Complete Norge engineering service. 22 years experience. MODERN REFRIGERATION CO., INC., 12541 N. McNichols Road, Detroit 5, Michigan.

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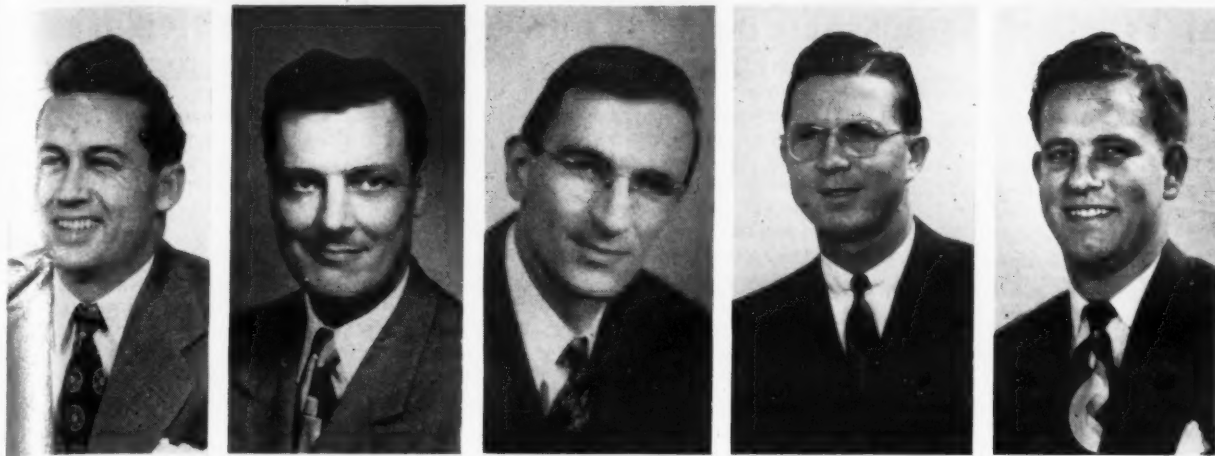
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7-17-50



## 5 Field Men Assume New Positions with Wolverine



M. J. Cook

C. T. Fuller

A. R. Kaspark

E. W. Ervasti

James Jolly

### Cook, Fuller To Direct Sales In Southern Areas

DETROIT—Wolverine Tube Div. of Calumet & Hecla Consolidated Copper Co. has announced the promotion of five members of its sales organization.

M. J. Cook, formerly Wolverine sales representative in Memphis, Tenn., is now southeastern district sales manager and will make his headquarters in Atlanta, Ga.

C. T. Fuller, formerly the division's sales representative in St. Louis, is now southwestern district sales manager and will make his headquarters in Houston, Tex.

A. R. Kaspark, formerly Wolverine's sales representative in Atlanta, Ga., will move to the division's sales offices in Detroit, where he will coordinate sales promotion activities.

E. W. Ervasti, formerly the division's sales representative in Detroit, is now sales representative in St. Louis, and will make his headquarters there.

James Jolly, who recently completed an understudy course in the Detroit plant of Wolverine, is now sales representative in Milwaukee.

### Westinghouse Appliance Div. Appoints Creech Assistant Sales Mgr.

MANSFIELD, Ohio—Appointment of William B. Creech, of Atlanta, Ga., as assistant sales manager of the Westinghouse Electric Appliance Division was announced by T. J. Newcomb, sales manager.



W. B. Creech

Creech is a 21-year veteran in Westinghouse appliance division sales offices and has held every position, except that of a serviceman, in the division's southeastern district. He was sales promotion manager at Birmingham, Ala., when the present southeastern sales district was two districts. Creech was transferred to Atlanta, the present headquarters for the district, in 1939 and in 1940 was made district manager. He held this position until his present appointment.

During his 21 years of service for Westinghouse in the South, he saw that area develop from the smallest per capita sales area for electrical consumer goods to the largest. He has been a strong advocate of agricultural diversion and industrial expansion in the South.

### Hallowell Becomes Chief Engineer at Snell Supply

DALLAS — Snell Refrigeration Supply here has announced appointment of Elliott R. Hallowell, former vice president in charge of engineering for Alford Refrigerated Warehouses, as chief engineer.

Prior to joining Alford, Hallowell was associated with the Frick Co., which sent him to Dallas in 1937, and with Central Engineering & Supply Co., Dallas, in charge of engineering.

During the war, he served as an engineer at the Signal Corps Laboratories in New Jersey. He is a graduate of Purdue university with three degrees.

### Catawissa Booklet Covers Line of Unions, Valves

CATAWISSA, Pa.—The Catawissa Valve & Fittings Co. here has announced a new catalog that illustrates its complete line of hot forged steel unions and valves and includes complete data, specifications, and prices.

Called Catalog 11, the book is said to be the first general literature release by the company picturing both its standard and double extra heavy hot forged steel unions as well as its orifice, male and female, lug nut, stainless steel, and full alloy steel unions.

In addition to picturing the single union swing check and spring controlled check valves, the new catalog incorporates complete information on the new double union full opening swing check valve.

### Bergusen Heads Market Research for Coolerator

DULUTH, Minn.—Douglas Berguson has been appointed manager of the Coolerator market research department, it was announced recently by W. C. Conley, Jr., Coolerator general sales manager.

A native of Minnesota and a graduate from the University of Minnesota School of Business Administration, Berguson will supervise the Coolerator sales analysis systems and direct the work of the statistical department. Berguson comes to Coolerator directly from the General Mills home appliance department in Minneapolis.

Prior to that he was associated with the H. E. Wood & Co., St. Paul.

## Hartigan, Zoellner Take Over Frigidaire Posts In Pittsburgh, Twin Cities

DAYTON—The retirement of two veteran Frigidaire Sales Corp. branch managers was announced by P. M. Bratten, general sales manager of Frigidaire division, General Motors, here recently, along with new appointments to fill the vacated posts.

Edmund B. Dorsee, manager of the Twin Cities branch at Minneapolis-St. Paul, who is ending a 25-year association with Frigidaire, will be succeeded by Francis W. Hartigan.

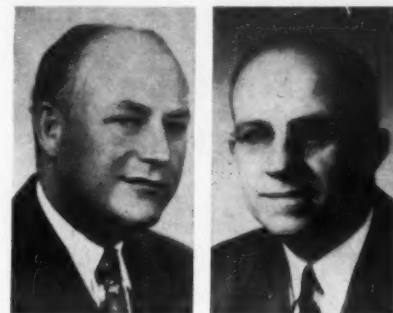
The other retiring field official is Philip K. Abry, manager of the Pittsburgh branch, with 24 years of Frigidaire service. He will be succeeded by Stuart H. Zoellner.

Dorsee joined Frigidaire as Dayton branch sales manager in 1925. He served as branch manager in Providence, R. I. and Baltimore until 1936 when he was appointed manager of the Twin Cities branch.

Hartigan, his successor, started with the company in 1926 and served as branch comptroller at the Twin Cities and Pittsburgh operations. He returned to Minneapolis as general sales manager last January.

Abry joined Frigidaire as a factory commercial sales engineer in 1926. After appointments as zone manager and regional manager, he was named manager of the Kansas City branch in 1932. He remained in that position until his appointment as manager of the Pittsburgh branch in 1940.

Zoellner, the new Pittsburgh



F. W. Hartigan

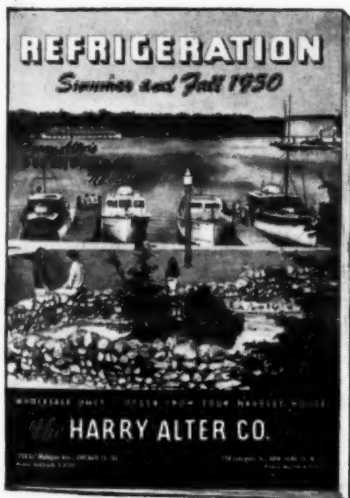
S. H. Zoellner

branch manager, has been with Frigidaire since 1924. After serving as appliance representative, Dayton branch service manager, central region appliance sales manager, and assistant regional manager, he became general sales manager at Minneapolis. Last January, he was appointed to a similar post in Pittsburgh.

### Tinnerman Case Histories Show How Firms Saved on Assembly

CLEVELAND—First volume of case histories describing "significant cost reductions" provided by Tinnerman Speed Nut products has been published in a two-color booklet entitled "Speed Nut Savings Stories."

Contained in the Tinnerman booklet are 14 reprints of advertisements reporting how such firms as Bendix Home Appliances Inc., International Harvester, Lovell Mfg. Co., Hotpoint, Worthington Pump & Machinery Corp. and other companies have realized savings in assembly costs by using Tinnerman Speed Nuts, Speed Clips, or Speed Clamps.



### Harry Alter Catalog Appears In New Type

CHICAGO—A completely rewritten and restyled "Dependabook" No. 153 for summer and fall has just been published by the Harry Alter Co.

Claimed to be the most attractive edition ever issued, the book is set in a new easy-to-read type, with new headings, and new descriptions for the thousands of refrigeration parts and supplies listed.

The company said that the illustrated catalog shows many items listed at below regular prices with some close-out items as much as 60% below.

Copies may be obtained by writing on your letterhead to The Harry Alter Co., 1728 S. Michigan Ave., Chicago 16, or 134 Lafayette St., New York 13.



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## G-E Orders 20% Ahead Of '49 Period; Business From Builders Increasing

BRIDGEPORT, Conn. — General Electric appliance sales in the first half of 1950 were approximately 20% higher than those in the comparable 1949 period, H. L. Andrews, vice president in charge of the company's appliance and merchandise department, announced recently.

Sales in the second quarter of the year ran at about the same level as those in the first quarter, he reported, adding that he expected them to continue at this pace through the third quarter and to increase somewhat in the fourth quarter.

Pointing out that more and more speculative builders and real estate developers are installing complete electric kitchens and laundries in the homes they have for sale, Andrews said that "many thousands of General Electric major appliances and cabinets are going into this market." The volume of this business is greater than ever before.

"One exceptionally large order received this month from a western builder was for 2,000 complete G-E kitchens—each incorporating a refrigerator, range, dishwasher, garbage disposer, automatic washer, and cabinet," Andrews said.

Andrews attributed the builders' interest in the completely equipped home to the growing acceptance of the packaged mortgage, the builders' desire to offer better homes, and their realization that in the competitive market these houses sell faster.

He cited a small builder in Massachusetts who recently took orders for two identical five-room houses—one with a complete G-E kitchen and the other equipped only with cabinets and a sink. Because there was a difference of only \$2.57 in monthly mortgage payments on the two houses and because prospective buyers wanted to start out with a complete modern kitchen, 48 orders were placed for the G-E-equipped house and only two for the other house, he reported.

Recalling that the 1949 seasonal demand for refrigerators ran one to two months behind normal schedule, Andrews reported that this year sales have been conforming to the traditional pre-war pattern.

## Mohican Market Cooled

SYRACUSE, N. Y.—Growing interest of supermarkets in air conditioning is reflected in the newly-opened Mohican Stores market at 2519 James St., which is completely air conditioned. The store also features a refrigerated self-service meat department, dairy section, and frozen foods department.

## They're frozen-food cabinets... but they sell like hotcakes!

The Model L-10 will hold 360 frozen-food packages in its 11-cubic-foot space. Approximate outside measurements: 5' x 2' x 3'.

The Model L-5 will hold 180 frozen-food packages in 5.5 cubic feet. Approximate outside dim.: 3' x 2' x 3'.



The Warren Models L-5 and L-10 are fully insulated with Ultralite. Super-efficient refrigeration assures a constant low temperature. Lift-type door has six full rows of price-tag rails. Full-color Plastikolor photographs to fit the rails are available at slight extra charge.

**THE WARREN COMPANY, INCORPORATED**

P. O. BOX 1436 - ATLANTA 1, GEORGIA

## Tenant To Choose Model Of Refrigerator for Apt. Open Season on Food Fanciers:

NEW YORK CITY—Tenants of the new Manhattan House apartments at 200 E. 66th St. will be given a choice of refrigerator models, a procedure said to mark a radical move in New York City apartment rental procedure, it is announced by the New York Life Insurance Co., which owns the building.

A standard model Hotpoint refrigerator will be offered for each size apartment. By paying an extra flat charge, a larger refrigerator or home freezer model may be selected by the tenant.

Standard refrigerator equipment will be a 6-cu. ft. model for two-room apartments; 8-cu. ft. model for three-room apartments; 10-cu. ft. models for four, five, or six-room apartments; and two refrigerators of 8 and 10 cu. ft. for the seven-room apartments.

Early replies from the tenants indicate a strong preference for two-door models.

Manhattan House has also signed a contract with Hotpoint to provide electric dishwashers for all apartments with the exception of the two-room units.

## Acme Distributing Formed In Winston-Salem by Condon

WINSTON-SALEM, N. C.—Acme Distributing Co. has been established by Ernest E. Condon with headquarters at 795 Chatham Rd. here, to specialize in conditioning and commercial refrigeration.

The firm, according to Condon, a veteran of many years in the refrigeration field, will render engineering service to the extent of designing systems for all types of air conditioning and industrial refrigeration needs, and will also engage in sales and service on various makes of equipment.

## Walnut Hill Project To Be Completely Air Conditioned

DALLAS—H. Leslie Hill, real estate developer and president of the Dallas Home Builders Association, has just announced plans for the development of Walnut Hill Village as a combination shopping center, apartment house project, and a residential hotel on a 20-acre tract located at Lemmon and Northwest highway.

Ultimate cost of the project will be \$3,500,000. All buildings will be air conditioned for winter and summer weather, he said.

The entire project is due to be completed by the end of next year, according to the announcement.

## Hot Weather Brings Warning on Improperly Refrigerated Items

NEW YORK CITY—With the advent of the "food poisoning" season medical and scientific authorities are again sounding warnings calling attention to the need for proper refrigeration of foodstuffs.

Dr. Lloyd B. Jensen, bacteriologist for Swift & Co., recommends that hot, cooked foods, especially left-over meats and poultry, be stored in the refrigerator immediately or after a brief steaming-off period of not more than half an hour.

For more than 20 years Dr. Jensen has studied the bacteria known as staphylococci which are responsible for minor digestive disturbances known to the layman as "a touch of ptomaine." Unrefrigerated foods provide a fertile field for the development of staphylococci and thus Dr.

Jensen warns against leaving such items as mayonnaise-moistened sandwiches, soup stocks, cooked poultry, stuffing, meats, and gravies without refrigeration for more than four hours. Temperatures between 50 and 120° F. are excellent mediums for the growth of the bacteria.

Speedy chilling of food does not cause souring as has been the superstition for many years, but it may raise the temperature of the refrigerator and cause frost to collect on the evaporator, it was further pointed out.

Other aids in keeping the refrigerator temperature up and condensation down are a minimum of opening and closing the door, using containers for storage which act as good conductors of cold, and immersing containers of

hot foods in cold water before placing in the refrigerator.

Still other miscellaneous suggestions to lessen spoilage and lengthen the storage life of certain types of foods are:

If corn on the cob is to be held before cooking, refrigerate it in the husks. This slows down the enzymatic action which changes sugar to starch. The same treatment is recommended for peas—and keep them in the pods.

Eggs should always be cooled with the large end up to avoid off-centering the yolk. Vegetable shortenings and salad oils if kept for longer than a few weeks should be refrigerated. Cloudiness may occur, but this has no effect on the quality it was explained.

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